

# *The* **REPORTER** *of Direct Mail Advertising*



**September  
1953**

**Direct Mail  
Convention Issue**

**SALUTE TO  
DETROIT**  
see page 8

# PONTON

*the house of*  
**DIRECT MAIL**

**TO PUBLISHERS WHO WANT  
SUBSCRIBERS —  
YOUR PROSPECTS ARE HERE!**

... These and many other Lists compiled and arranged in any desired financial and geographical classifications ... Addressing done directly on your own promotion literature.

- 1,725,000 PROFESSIONAL PEOPLE
- 4,000,000 BUSINESS EXECUTIVES
- 15,000,000 HOME OWNERS
- 26,000,000 HOME MAKERS
- 15,000,000 BUSINESS MEN

## PEOPLE, PLACES ... AND PROFIT!

Each of us has but one correct name, one correct address. Each of us is a good prospect to some, a poor prospect to others ... hence the importance of choosing the right List for the right purpose. For progress and profits, —  
rely on "PONTON"



## SPECIALIZED AUTOMOTIVE LISTS

... 375,000 names—the most complete and detailed coverage of the automobile industry, including —

- AUTO ACCESSORIES RETAIL
- AUTO FILLING STATIONS
- AUTO FILLING STATIONS AND GARAGES COMBINED
- AUTO FILLING STATIONS OPERATING RETAIL ACCESSORY OUTLETS
- AUTO GARAGES
- AUTO GARAGES ALSO SELLING ACCESSORIES
- AUTO DEALERS ALSO OPERATING GARAGES AND FILLING STATIONS
- AUTO DEALERS ALSO OPERATING RETAIL ACCESSORY OUTLETS
- AUTO REPAIR SHOPS, EXCLUSIVE
- AUTO TIRE DEALERS, EXCLUSIVE
- AUTO RECAP AND VULCANIZERS
- NEW CARS (by makes) AND USED CAR DEALERS

## PONTON'S LISTS ARE —

- COMPILED FROM THE VERY LATEST AUTHENTIC SOURCES.
- COMPILED TO YOUR SPECIFIC REQUIREMENTS.
- CLASSIFIED FINANCIALLY AND GEOGRAPHICALLY.
- SUPPLIED IN ANY DESIRED FORM.
- OF PROVEN QUALITY FOR BEST RESULTS.
- GUARANTEED 95% AND MORE, ACCURATE.

*the most complete and accurate*

## MAILING LISTS

## THE 'BACKBONE' OF BUYING POWER

... 115 million names carefully and accurately compiled to include both individual and business names — to insure that 'direct-to-the-spot' mailing.

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AND —

## WORLD-WIDE MAILING LISTS

Foreign and domestic... PONTON'S 'up-to-the-minute' Lists of Business and Professional classifications, compiled and arranged for every purpose — in every country.

## SERVICE

... and the most complete and accurate mailing lists available in the United States ... and the most complete and accurate mailing lists available in the United States ... and the most complete and accurate mailing lists available in the United States ...

... and the most complete and accurate mailing lists available in the United States ... and the most complete and accurate mailing lists available in the United States ... and the most complete and accurate mailing lists available in the United States ...

... and the most complete and accurate mailing lists available in the United States ... and the most complete and accurate mailing lists available in the United States ... and the most complete and accurate mailing lists available in the United States ...



SALES OFFICE  
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New York 17, N. Y.  
MUrray Hill 7-5311

**W. S. PONTON  
INCORPORATED**

PRODUCTION PLANT  
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*P*rove it in  
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WARETONE MIRROR FINISH  
OLD TAVERN METALLICS  
M-J POSTCARD and COVER  
GUARANTEED FLAT GUMMED PAPERS  
RELYON REPRODUCTION PAPER  
WARE HEAT SEAL

**McLAURIN-JONES COMPANY**  
HEADQUARTERS: BROOKFIELD, MASSACHUSETTS  
Offices: New York, Chicago, Cincinnati, Los Angeles  
Mills: Brookfield and Ware, Mass., Grand Rapids, Mich., Homer, La.

Crisp halftones, sparkling clear type masses...  
startling sharpness of detail prove to the practiced  
eye the superiority of a fine paper.

McLaurin-Jones Fine Papers give you this crisp-  
ness, clarity and sharpness in printing, label, box  
covering and postcard work.

Yes, here indeed is the one line of fine papers  
designed to compliment your craftsmanship!

**McLAURIN-JONES FINE PAPERS**



back to the **SAME**  
old grind?

or back  
to **MORE**  
**RETURNS?**



#### THIS SEPTEMBER WHICH ARE YOU?

Business reply envelopes are just another item of supply to some people but to those who know, Cupples "Personalized" return envelopes are an integral part of their sales effort. A colorful, embossed return will not get lost in the shuffle—it will demand and get attention. Let the Cupples Art Department show you the difference a well designed business reply envelope can make in **YOUR RETURNS.**



a sample of a  
Cupples "Personalized"  
Business Reply Envelope.

**S. Cupples**  
envelope co., inc.

360 Furman Street • Brooklyn 1, New York

**SALES OFFICES • PHILADELPHIA • BOSTON • WASHINGTON**

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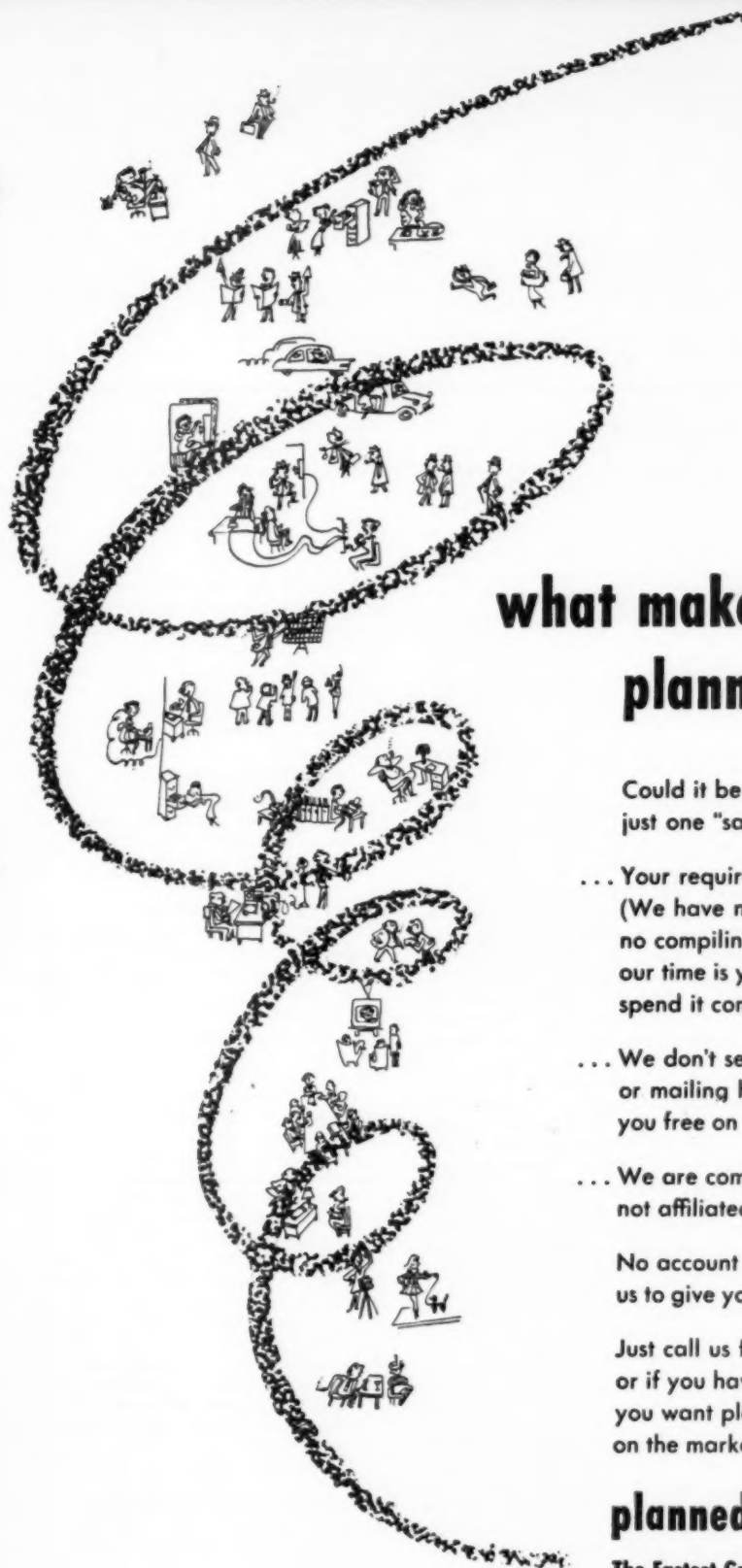
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**THE ONLY MAGAZINE DEVOTED  
EXCLUSIVELY TO DIRECT MAIL**

The Reporter is independently owned and operated. But in addition to thousands of regular subscribers, all Members of the Direct Mail Advertising Association receive The Reporter as part of the Association service. A portion of their annual dues pays for the subscription.





## what makes planned circulation click?

Could it be we have  
just one "sacred cow"—our customers?

- ... Your requirements come first:  
(We have no company-owned lists . . .  
no compiling service)  
our time is your time—and we'll  
spend it combing the market for you!
- ... We don't sell list maintenance  
or mailing house services (but we can advise  
you free on various methods).
- ... We are completely independent—  
not affiliated with any company or organization.

No account is too small—or too large—for  
us to give you personalized service.

Just call us for screened lists . . .  
or if you have a good list  
you want placed  
on the market!

## planned circulation

**The Fastest Growing Independent List House**

19 West 44 Street  
New York 36, N. Y.  
Tel: MUrray Hill 7-4158



### SERVING CHICAGO AND THE MIDWESTERN AREA

**Lemarge** has what you need . . . a battery of automatic machines capable of inserting as many as 12 pieces into one envelope . . . crews of experienced people to sort and tie mail accurately and speed your postal deliveries.

More and more mailers who want fast, economical, quality service are turning to **Lemarge** . . . the Midwest's leading mechanized mailing organization.

One of our representatives will gladly help on your next mailing. Phone today and get acquainted.



Write or phone  
for details!

the **LEMARGE** company

417 S. Jefferson Street  
Chicago 7, Illinois  
Phone: HArrison 7-1030



We welcome your direct mail ideas and news items for this department. Send all material to Short Notes Department, The Reporter of Direct Mail Advertising, 224-7th St., Garden City, N.Y.

□ **THIS IS OUR** pre-convention issue . . . and we may not have as much room as usual for Short Notes. Another long feature study. But we will get back to the customary style next month. The direct mail conventions in Detroit are the top news and we hope to see many of you at the Statler. *The Reporter* folks will have a suite open most of the "waking" hours of the DMAA convention. Don't wait for an invitation. If you have some spare time, drop around and get acquainted with the other visitors. Anything can happen at *Reporter* headquarters . . . and usually does.



□ **THE DMAA** will hold its annual business meeting on Wednesday, September 30, at 4:15 p.m. (See page 13). Among other matters of business, the members will elect new people to fill vacancies on the Board of Directors. The Nominating Committee comprised of Chairman Harry A. Porter, Harris-Seybold Co., Cleveland; Leslie Davis, *Wall Street Journal*, New York; George L. Staudt, Harnischfeger Corp., Milwaukee, has submitted the names of the following: (for full three-year terms) A. M. Anderson, The Reuben H. Donnelley Corp., Chicago; Luther A. Breck, Jr., Breck's of Boston; William R. Merriam, Federation for Railway Progress, Washington; Tad R. Meyer, Nekoosa-Edwards Paper Co., Port Edwards, Wis.; (for two years, to fill unexpired term of J. S. Roberts, Retail Credit Co., Atlanta) William H. Beatty, R. L. Polk & Co., Detroit; (for one year, to fill unexpired term of W. Bayard McCoy, Stecher-Traung Lithograph, Rochester, N. Y.) Paul J. Bringe, Milwaukee Dustless Brush Co., Milwaukee. Good slate.



□ **WIVES** going to either, or both, of the direct mail conventions in Detroit will certainly have plenty to do . . . in case they don't want to attend business sessions with their husbands. Detroit is famous for entertaining conventioners . . . and in looking over the entertainment plans, we wonder how the wives will ever live through it. There will be trips

here, there and everywhere under the capable guidance of the wives-entertainment chairman, Mrs. Bill (Rhea) Ewald, than whom there is no more than whom-er as a perfect hostess.



□ **CONGRESS** and all governmental agencies will from now on pay the Post Office Department for their franked and penalty mail. The Post Office Department, during the last week of August, was putting the finishing touches on the new accounting setup. It is purely accounting, since the Treasury will have to pay the bill out of appropriations for the various branches of government. But at least, the technical Post Office deficit will be reduced. Things are beginning to make a little more sense.



□ **IMPORTANT! IMPORTANT! IMPORTANT!** The Postal Bulletin of August 23, 1953, announced a radical new change of policy concerning simplified form of address. Prior to that time, mailers could address "box holders" (without individual names) on rural routes only. Now each post office will furnish patrons with the number of persons renting post office boxes and also with the number of patrons on each letter carrier's route. Mailers can now send to the post office, in packages of 50 envelopes addressed to city box holders or to householders on selected letter carriers' routes without having individual names or addresses. Get complete information from your local post office including styles for standard imprinting on envelopes. Some of the list people may not like the idea . . . but this plan (long operating in Canada) will be a bonanza to local merchants who want to cover every house in a specified area, without the necessity of maintaining a mailing list. Keep your eyes on this development.



□ **NATIONAL RETAIL CREDIT ASSOCIATION** has published a new book: *Physicians and Dentists Credit and Collection Manual* . . . which includes some fine collection letters for different

(Continued on Page 10)

## The inside story of the list business #13

Old timers in the mail order business — the ones who sell by using the mail — have always known that the quality of a list is closely related to the amount of money the customer pays. But lists, like the weather and business conditions, have their cycles. The theory has always been that the higher the unit of sale, the better the quality of the list. The cycle is now turning in favor of the mass market lists. It is not necessarily true at present that lists with a high unit of sale are better lists than those with low units of sale. Much to the satisfaction of mailers who once had to stick to the small selective lists which produced the best results, but did not produce any volume — these large lists are currently doing fine. How-to-make-money-at-home lists, contest lists, vitamin and reducing lists and novelty merchandise lists are typical of this mass media.

The premium fans total millions and the lists are very effective. A woman who sends in 50¢ and a box top for steak knives is getting a very good buy, and there's no disputing the fact that an intelligent, satisfied customer who knows how to spend her money is an excellent prospect for many useful mail order items and for all kinds of women's magazines.

### BOXTOPS AND STEAK KNIVES

These premium lists range from about 50,000 to 500,000 names each — all fairly current names. The tabulation of premiums sold with box tops or coupon ads cover just about everything a housewife needs — tableware, plastic dinnerware, flower seeds, hostess sets, food bags, curtains and so on.

The rather blunt and to the point "How to Make Money" appeal has attracted large numbers of men and women. Back in the 30's it seemed to be possible to sell books like "How to Win Friends and Influence People" and "Think and Grow Rich" direct without the intermediate step of getting inquiries and following them up. Today it seems as though the most successful method of selling such books by mail is to get inquiries first. A company selling a book called "How to Become a Mail Order Millionaire" secured 68,000 inquiries this year. Another company has 175,000 inquiries for a book called "How to Make Money at Home."

### DREAMS MAKE LISTS

Many of these people have just got to the point of asking for more information, but they are definitely eager for anything which will help make their dreams come true. Undoubtedly the 68,000 people who asked about the Millionaire book don't really think they will become millionaires, but the title is irresistible to those who are looking for wider horizons. Hundreds of thousands of other people are interested in money making schemes of all kinds. These people are independent individuals who want to work hard and create their own jobs.

Entering contests is another possible way to make extra money. Contests, too, run in cycles and for the past year they have been going like mad. There are all kinds of them and they attract different kinds of people. The 2,000,000 who entered a puzzle contest last year are not the same kind of people as the 102,000 who competed for a prize by writing an essay on the subject of "What I Want Most Out of Life After 35." Another kind of contest consists of 400,000 women who wanted a chance to win silverware. Some of these contests require the participant to pay something or to buy some product; others have no such rules. The quality of the list seems to depend on the freshness of the names and the way the list is kept.

### NO MORE 1-2-3-4

In an indirect sort of way, the mail order business might be said to have influenced the living habits of Americans. The companies who sell the idea of reducing on such a grand scale have convinced the public it doesn't have to do its daily dozen any more to keep in shape. A little pill will do the trick, so millions have become mail order buyers. Take a look at these figures:

650,000 buyers of reducing tablets  
750,000 buyers of reducing tablets plus vitamins  
500,000 buyers of a reducing formula

Another segment of this market wants to do the opposite, so we have a list of 200,000 people who want to put on weight.

An allied field — vitamins — produces lists like a mere 400,000 buyers in the last couple of years, not to mention several others of only 100,000 buyers each. One of these vitamin firms also has a list of 1,000,000 buyers of a hair preparation.

### RINGS ON HER FINGERS

Another mail order item which women seem to buy in large quantities is jewelry — rings, necklaces, bracelets and earrings. One company has 130,000 active customers on the West coast. Their average sale is \$40.00 so they sell on the installment plan. A Midwest firm has 67,000 buyers of diamonds. A Southern company has 30,000 customers and an Eastern outfit has 68,000 buyers of jewelry. All these firms sell on installment plans. A company which sells cheaper jewelry for cash has 200,000 customers for the past 2 years. The list is actively used by the owner and kept on plates. The average sale is \$5.00.

Don't forget, premiums are used in almost every field — even the most dignified — book clubs, insurance, office supplies, business publications. Those who respond to premium offers are good potential buyers for you. All the lists we talk about here are available. Just ask us for details.

Arthur Martin Karl

President

### NAMES UNLIMITED, INC.

352 Fourth Avenue Murray Hill 6-2454 N. Y. 10, N. Y.

Charter Member National Council of Mailing List Brokers

OUR 25th YEAR IN THE LIST FIELD



# A REPORT OF PROGRESS

by Lester Suhler

*President of the Direct Mail Advertising Association  
and Subscription Manager of Look Magazine, Des Moines, Iowa.*

As I started to write this report to you readers of "The Reporter" about DMAA's activities over the past year, my phone rang and Bill Henderson, Managing Director of the Association, was at the other end of the wire.

"Les," he said, "the Development Fund has just passed the \$20,000 mark!"

As I settled back into my chair with what probably looked to my assistant like the smile after seeing a report on a 12% renewal letter, I had the proud feeling that people in direct mail were just about the most warmhearted, open-handed supporters any trade association ever had.

Then the question crossed my mind, "Why, for the first time in the history of DMAA, were we able to raise some \$20,000 in just about sixty days to support a development fund for research, education, and legislation affecting the direct mail field?"

And the answer came in one hard word: *Selling*.

People in direct mail face a selling economy with confidence but they are so close to the problem of moving all manner of merchandise to the ultimate consumer that they realize they must be better equipped than ever before to face the sales, advertising, and merchandising problems of the months ahead.

Thus the announcement in mid-June that DMAA was "gearing up" for greater service to direct mail practitioners than ever before met with a quick, gratifying response.

The Board of Governors of DMAA has evolved a program over the past year which is designed to serve our members in three primary directions that might be summarized as follows:

1. Through research and broad exchange of ideas to increase the professional competence and effectiveness of all those engaged in advertising or selling by direct mail.

2. Through cooperation with other associations, organizations, and educational institutions to do a sound, long-range public relations job which will create an atmosphere of friendly acceptance for direct mail advertising and selling on the part of the consumer.

3. Through a competent staff to protect the day to day economic interests of our membership and to devote special attention to the fields of legislation and postal affairs.

You have seen some evidence of the enfolding of this program in past months. Our research committee has published its first two major studies — "Testing" and "Mailing Lists". Both of these serve to fill a vital educational purpose in two extremely important fields of direct mail practice. The third study on "Letter Reproduction" will be in the hands of DMAA members in the next few weeks. As these volumes continue to appear over the next few years, our members will find that they have at their fingertips a library of DMAA information of a new type — one based on sound research methods carefully developed

by leading figures in our entire industry.

Unfortunately, we cannot tell the full story of our activities on legislation and postal affairs, but it can certainly be said with pride that the DMAA did a mighty important job in convincing Congress that no postal rate bill deserves serious attention until the historic Carlson study of the post office and its operations becomes available next January; and even then, the public is entitled to see the recommended efficiencies of the Postmaster General and the committee operate successfully a few months before rate changes are considered. Weeks of feverish activities attended our success in this direction, and in the process DMAA helped importantly to present the full postage story. More important even than that was our success in establishing the principle that postal rate legislation should be based upon sound study of all facets of the Post Office Department's operation.

In this short note to you it is impossible to deal with all of the things DMAA has done during the past year to serve its 2,000 corporate members, but I certainly hope you will button-hole me during the course of the DMAA Convention in Detroit so that we can continue this discussion at greater length — and decide together how best the association can serve the interests of all mailers in the selling years ahead.

**COVER STORY:** The genial gentleman at the wheel of his Chevrolet convertible (posed especially for *The Reporter*) is the General Chairman for the 36th Annual DMAA Convention in Detroit. Hence our cover salute to him, and through him a salute to all Detroit committee members who have worked long months to make all of you welcome and comfortable at the Statler (September 30 to October 2). Bill Power is advertising manager of the Chevrolet Division . . . and his talk at the opening DMAA program will be one of his infrequent public appearances since assuming the time-consuming job in 1950. This is somewhat in contrast to his experiences during World War II when he was on loan to the government from General Motors. In a single year he addressed 164 patriotic rallies in varied parts of the country with an average audience of 3,000 people. Bill is among the top five best business speakers in the country. Some say *the top*. He's a combination Billy Sunday and businessman; an evangelist of selling . . . with a flair for combining sense and showmanship. He'll give a top performance in Detroit and will see that all his helpers do likewise.



Les Suhler  
DMAA



John Yeck  
MASA



# MASA Is Important To You

by John Yeck

President of Mail Advertising Service Assn.

International, and Partner of Yeck and Yeck, Dayton, Ohio

We're in a period, economically, where direct mail is more important than ever before.

Sales are getting harder to make. Everybody knows it. If sales aren't harder for you right now, better get braced. They'll be harder soon.

Jim Nance, Packard President, says he doesn't mind. At the AFA convention in Cleveland, he said, "I don't like either a Seller's Market or a Buyer's Market. I like what we're getting right now . . . a Selling Market."

He could have called it a "Salesman's Market," because that's what it is. As sales get harder to make, people who know how to sell are more important. Company presidents — especially those who have come up through production ranks — begin the long, hard hunt for people who know how to *cut the cost of selling* . . . people who can sell, effectively.

And, golly, they're scarce. Most of the "hard-sell" salesmen are dead. They really are. There hasn't been much real, competitive selling for years and years. Only a few salesmen have been trained.

What's more, they're awfully expensive. The law of supply and demand has never been repealed. As the demand for sales effort outruns the supply of trained salesmen, the price goes up . . . fast.

It's already so high that the Sales Executive Club of New York, after a recent survey, put the average cost of an industrial salesman's call at \$17.24. I know sales managers who can show that it costs 50¢ to \$2.00 per minute to put their salesmen in front of prospects, talking about their product.

The very first step that many sales executives are taking to *cut that cost* is with direct mail. They use direct mail to try to *save that salesman's time*. They get appointments for him, where he had to fight his way through a buck-passing routine. They select hot prospects for him instead of sending him out on cold calls. They call on prospects in between the salesman's call so he doesn't have to call as often.

Even more important, when they can't get good salesmen, they are hav-

ing the mail man carry the sales message direct to the prospect. *And they're learning to get the mail read and acted upon.*

*Sales management is becoming mail management.*

The MASA can help business use the powerful potential of direct mail as a selling and advertising tool . . . and this year it has tried to do that. The individual members have, too.

The MASA is not a large organization. It has about 1,000 members. Membership is restricted — to creators and producers of direct mail advertising who are *anxious to improve* their services.

Now it's perfectly obvious that members of the MASA can't grow large and successful in a vacuum. There's only one way they can do it. By *serving* users of the mails more efficiently. That's the constant aim. And, as usual . . .

They profit most, who serve best.

So during the past year or two MASA members have been trying, extra hard, to up-grade themselves and their service. They want to do a top-quality, super-effective job for every person who uses their service.

They are almost fanatically anxious to *help each other* learn more about efficient plant operation and effective direct mail methods. When "gold" (in the form of more effective direct mail) is found in California, it isn't long until the MASA members on the east coast learn about it. And vice-versa.

They used to get together once a year to compare notes. That isn't often enough any more. You'll find MASA members right at the heart of "Direct Mail Days" in larger cities. Regional MASA meetings are popping up all over the country. Special "exchanges" of information are going on by mail all the time. Annual conventions keep breaking attendance records.

All MASA members are not super-effective direct mail experts, of course. Some are rank beginners, with a lot yet to learn. Many of them have *very* small organizations . . . some are multi-million dollar concerns. (Size is not a measure of efficiency. Like advertising agencies the right "one man" organi-

zation might be able to do the most for you).

One thing is sure. *All* MASA members, *by their very membership*, show their interest in improved efficiency and better results for their clients.

They "invest" money in their membership just as you invest money in advertising . . . because they expect it to come back multiplied. They do get it back . . . because higher quality work and better skills sell at a higher rate in the market place, and more efficient methods bring lower production costs. Like other skilled workers, they get more for their work because their work brings more to their customers. It can't be any other way. If it were, the MASA wouldn't survive. So this is a safe statement to make:

If the folks helping you create or produce direct mail advertising are *not* MASA members . . . no matter how small or how large they may be . . . *they are not learning to serve you as well as they might.*

You'll be wise, if you don't know now, to ask the people helping you with direct mail for proof of MASA membership. If you are turning to outside, skilled direct mail help for the first time, be sure you turn to men or women who are *constantly learning* more about the field, through membership in the MASA.

The MASA, as an organization, is working hard to help direct mail advertising, too.

It is a member of the AFA. It's speaker's bureau can suggest programs for Ad Clubs, Sales Executives and the like. It awards, each year, the Miles Kimball Medal . . . to one who has made an outstanding contribution to direct mail. A program of direct mail scholarships in colleges and universities has been started this year. It will be expanded. Some local chapters are taking over the project of supplying local libraries with complete direct mail sections.

Those activities are all relatively new. In addition the MASA keeps plugging away, as it has for over 30 years, to improve the quality and quantity of direct mail advertising.

"Use the Mails to Improve Your Sales" has always been its slogan. The message is as urgent; the MASA's power to help you "improve your sales" is as great; and the value of MASA membership is as important as it has ever been.

In the "Salesman's Market" ahead, its value will be more important than ever.



## How a Bunn Package Tying Machine saves you money



It takes just 1½ seconds for this machine to wrap twine around a package of 70 or 80 letters and tie that twine with a knot that never slips. You've got to see this speed to fully appreciate how time-wasting, how costly, how obsolete hand tying has really become.

And the machine *adjusts itself* automatically whether you feed it letters, business reply cards, magazines, parcel post, catalogs, or other mailing matter.

With 5 minutes' training, anyone can operate. Send coupon for users' reports on faster, tighter package tying and for details on how *your* firm can save money!

**BUNN** *the original*  
*package tying machine*  
ESTABLISHED 1907

B. H. Bunn Co., Dept. R-9  
7605 Vincennes Ave., Chicago 20, Ill.

**SEND TODAY**  
for this free,  
highly-illustrated  
tell-all booklet



**B. H. BUNN CO.,**  
Dept. R-9  
7605 Vincennes Ave., Chicago 20, Ill.

Please rush me Booklet 200 describing  
how Bunn machines cut costs, save twine,  
lick labor turnover.

NAME \_\_\_\_\_  
COMPANY \_\_\_\_\_  
ADDRESS \_\_\_\_\_  
CITY \_\_\_\_\_ STATE \_\_\_\_\_

## Short Notes CONTINUED

(from page 6)

account situations doctors encounter. Written by Leonard Berry, Assoc. Educational Director, the book outlines several successful collection procedures for professional accounts. Also includes a chapter on general business correspondence and personalized collection letters for doctors and dentists. Good job. Price for the manual is \$2.00... you can get a copy direct from the association at 375 Jackson Ave., St. Louis 5, Mo.



□ REMEMBER... new rates for parcel post go into effect on October 1, 1953. You can get the new schedule of rates for all zones from your local post office.



□ MANY INQUIRIES have been received about a new organization soliciting contributions for lobbying against increased postal rates. The organization in question is known as the Mail Users Assn. of America, Inc. of Washington, D. C. For those who want detailed information, we suggest that you ask the DMAA office for a copy of their newsletter of August 20. In it is a transcript of part of the testimony made by the promoter of this new association before the House Post Office Committee. He admitted that his organization had only five members. Members of the House Committee questioned the witness at great length on whether the testimony was simply part of a stunt to go out on a money-raising campaign. The witness was excused (by vote of the committee) before completing his testimony. In other words, be careful about acting on appeals for money to be used for lobbying purposes. Get the facts before you spend money. Your interests are being ably represented by time honored organizations such as the DMAA which doesn't "lobby"... but which presents facts.



□ ANOTHER PORNOGRAPHIC MAILER has been closed up by the Post Office Department. A domestic "unlawful" order was issued August 13, 1953, against the Jay Alexander Studios, Los Angeles, Calif. Material issued from there was exactly the same as the glamorous descriptions formerly mailed by another California operator who was closed up about six months ago. Why don't these fellows realize that the postal inspectors are pretty quick on the trigger? They can't get away with it for long. There is now a fellow operating in New York City whose offerings have them all licked... for daring. But he won't last long either.

□ HERE IS AN IDEA which was passed along to us by Pierre Bastide before he left for France. During his trip to America he stayed in about 10 hotels. In not one of the hotels could he, or the members of his delegation, find anyone who knew anything definite about postage rates from the U. S. A. to foreign countries. And in many cases the clerks at the hotels were uncertain about U.S.A. rates. With all the foreign visitors coming to America, Pierre wondered why some envelope company, or some group within the Hotel Association, didn't make up a simple give-away folder for use by hotels in telling guests about postage rates. Somebody could develop a lot of good will.



□ HERE IS A HOT ONE! A certain famous restaurant in an Ohio City mailed an otherwise excellent form letter on August 3, 1953, notifying recipients that they were "privileged guests" and asking them to use an enclosed credit card. The only trouble was... the credit card was plainly printed "1948 charge account privilege card." Wonder how such a mistake could happen?



□ THE CREDIT METHOD of traveling is certainly expanding. The Diner's Club was largely responsible for bringing it into popularity. The American Hotel Assn. recently announced the adoption of a universal type credit plan in collaboration with the Traveler Corp., Greenwich, Conn. A new organization has been set up to be called the American Hotel Credit Corp. Applications for "Travelcards" (for business firms) or "Chekards" (for individuals) can be made direct to the hotels which are members of the American Hotel Assn. or by writing to the American Hotel Credit Corp., Greenwich, Conn. The Travelcard assures the holder of unlimited credit for the charging of hotel bills, plus check-cashing privileges within the limit of individual hotel policy. A fee of \$5 a year is charged for each Travelcard issued.



□ HOW CRAZY can some of the crackpots in Washington get? Before the close of the last session of Congress an attack was made in the House on the Ford Foundation... during which it was claimed that The Advertising Council's booklet, *The Miracle of America*, was subversive in that it was "a restatement of the British labor-socialist party platform." It is all part of the drive by McCarthy-elements to intimidate... to slander... to smear. Everyone is a suspected Communist or Socialist, or something, unless he believes exactly as Mr. McCarthy believes (which is hard to define). It is impossible to understand how anyone in his right senses could think

(Continued on page 74)

**bmA** CONSULTANTS ON DIRECT MAIL AND TELEPHONE SELLING  
**BOYCE MORGAN & ASSOCIATES**  
1757 K Street, N. W. • WASHINGTON 6, D. C. • NAational 8-9409

July 23, 1953

Mr. W. E. Watson  
Creative Mailing Service, Inc.  
460 North Main Street  
Freeport, New York

Dear Bill -

I think you'll be interested in knowing that our experience with your lists has led us to revise our attitude toward "compiled" lists for BETTER BUSINESS BY TELEPHONE mailings.

When we first launched the service, we tested various compiled lists and various lists of mail order buyers. We found plenty of mail order buyer lists that would work, but not a single compiled list that worked beyond the first small test mailing -- and only one or two that even justified a second test.

However, it's been a different story with your lists. As you know, we've placed several repeat orders on your Telephone Directory Advertisers, and on the "B" and "C" groups of Wholesalers. We're now testing Newly Promoted Executives and Individual Proprietors, and I'm reasonably confident that these lists should also work for us.

The performance of your lists has therefore convinced us that well-compiled lists will work about as well for us as good mail order lists. And their record is certainly a fine testimonial to the care with which you have compiled your names.

Sincerely yours,

*Boyce Morgan*  
Boyce Morgan

BM:EH



under  
one  
roof



Complete direct mail service  
**THE FOLKS ON GOSPEL HILL**  
a division of  
**THE JAY H. MAISH COMPANY**  
Advertising Agency  
MARION • OHIO

# CONVENTION TIME TABLES

M A S A

September 26 to 29, 1953

Statler Hotel, Detroit, Michigan

(A nearly speakerless convention — Restricted to members only)

**Program Chairman:** Lewis L. Fink,  
Lewis Advertising Co., Baltimore Md.  
SATURDAY — SEPTEMBER 26

**8:00 a.m.:** Registration.

**9:00 a.m.:** "Red Badge Brigade." Briefing of first-timers. Equipment and supply exhibits open).

**10:00 a.m.:** Discussion Panels. "Mimeographing at Its Best." Chairman: Mary Ellen Clancy, Mary Ellen Clancy Co., New York. "Creative Direct Mail." Chairman: Robert J. Silbar, R. L. Polk & Co., Detroit. (Chairmen of each panel from here on are assisted by well-known experts in the field).

**12:00 p.m.:** Get-Acquainted Luncheon. Presiding: Convention General Chairman, Donald Hacker, Detroit. Guest speaker: Frank McGinnis, V.P. & Mer. Mgr., Ford Motor Co., Detroit.

**2:00 p.m.:** Discussion Panels. "Mailing Operations Short Cuts." Chairman: Andrew D'Eramo, OMS Mail Advertising, Boston. "Turning Manual Typing Into Profits." Chairman: Mrs. W. M. Morrow, Business Letter Service, Toronto.

**3:30 p.m.:** Annual Business Meeting. Election of directors. Presentation of awards. Presiding: John D. Yeck, MASA President.

**4:30 p.m.:** General Session. "Know Your Costs." Chairman: Bernard D. Verin, The Sovereign Plan, Chicago.

**7:00 p.m.:** Informal dinner and party.

Sunday — September 27

**9:30 a.m.:** Mimeoscope Exchange

**10:15 a.m.:** Small Shop Exchange

**11:00 a.m.:** Offset Exchange

**11:45 a.m.:** Occupant Mailing Exchange

**12:30 p.m.:** Chapter Officers Luncheon and meeting.

**2:00 p.m.:** General Session. "Gimmicks to Speed Up Production." Co-chairmen: Jean Watson and Harvey Miles.

**3:30 p.m.:** Discussion Panels. "Profits in Offset." Chairman: Andrew D'Eramo, OMS Mail Advertising, Boston. "Mailing Lists Build Your Business." Chairman: Huntley Geldes, R. L. Polk & Co., Detroit.

**7:00 p.m.:** Visits to Detroit Open Shops.

Monday — September 28

**8:00 a.m.:** "1 Breakfast—21 Good Ideas." Chairman: John D. Yeck, Graphic Service, Dayton, Ohio. Ten experts with ideas: Gordon K. Morrison, Gordon Morrison Letter Service, Amarillo, Texas; O. A. Lackenbaur, AN-LO, Inc., Montreal; Elias Roos, Jack's Letter Service, Milwaukee; Robert B. Gile, Gile Letter Service, Minneapolis; Harvey Cinamon, Hub Mail Advertising Service, Boston; Wilma J. Edwards, Advertising Letter Service, Fort Worth; Karl B. Shinkman, Commercial Letter Co., Grand Rapids, Mich.; Howard M. Rosine, San Marino, Calif.; William J. Wahl, Anderson & Wahl, Buffalo; Rose B. Moore, AAA Letter Service, Washington.

**10:00 a.m.:** Discussion Panels. "Multi-graphing Makes Money." Chairman: Louis Siegal, James Gray, Inc., New York. "Automatic Addressing—Automatic Profits." Chairman: Harvey D. Soulman, Depend on Addressing Service, Chicago.

**1:00 p.m.:** Discussion Panels. "Advertising & Selling Your Own Services." Chairman: E. M. Pittenger, Direct Mail Advertising Co., Chicago. "Know-How in Automatic Typing." Chairman: Ralph Harris, Electric Typewritten Letter Service, Philadelphia.

**2:30 p.m.:** Discussion Panels. "Improve Your Forms." Chairman: Melvin Feldenheimer, C. E. Howe & Co., Philadelphia. "Mail Order Technique." Chairman: M. P. Brown, M. P. Brown, Inc., Fort Worth.

**4:00 p.m.:** Talk by D. Stuart Webb, Baltimore, Md. "It Was a Good Idea Then—It's a Good Idea Now."

**7:00 p.m.:** Informal dinner party and show.

Tuesday — September 29

**9:00 a.m.:** General Session. "Management and Personnel." Chairman for "Less Than 10 Employees" session: Anne Smith, Fair Mail Service, Plainfield, N. J. Chairman for "Over 10 Employees" session: Mayer Feldenheimer, C. E. Howe & Co., Philadelphia.

**11:00 a.m.:** Closing Luncheon. Address by Elon G. Borton, president, Advertising Federation of America, New York. Presentation of Miles Kimball Award.

**1:30 p.m.:** Trip to Ford Plant.

Wednesday — September 30

**9:30 a.m.:** Joint DMAA-MASA Meeting.

D M A A

September 30, October 1 & 2, 1953  
Statler Hotel, Detroit, Michigan

**Theme:** The New Economy . . . a Challenge to Direct Mail.

**Registration Cost:** Members \$35; non-members \$45; wives \$15. Fee covers all sessions; tickets to Wednesday and Friday luncheons, plus the Wednesday and Thursday evening parties.

**Program Co-Chairmen:** W. H. Beatty,

v.p. & sales mgr., R. L. Polk & Co., Detroit; William Scherman, assoc. dir., Life Gen. Prom., New York.

Wednesday — September 30

**8:00 a.m.:** Registration desk opens.

**8:00 a.m.:** The Leaders Breakfast. "Best of Industry" award winners only. Presiding: Chairman of the Awards Committee, John Plank, Howard Swink Agency, Marion, Ohio.



# DMAA

(Wednesday, Sept. 30 continued)

**9:00 a.m.:** Exhibit Hall Opens.

**10:00 a.m.:** Joint meeting of MASA and DMAA local leaders to discuss "Promoting Direct Mail Advertising." Presiding: E. W. Husen, E. W. Husen Co., Detroit. Speakers: Donald Segal, Cupples Envelope Co., Boston; John Pataño, Ambassador Letter Service, New York; Harold Hastings, Adcraft Club of Detroit; Jean Watson, Watson-Brooks, San Francisco.

**12:30 p.m.:** Opening Luncheon. Presiding: Convention General Chairman, William G. Power, Adv. Mgr., Chevrolet Division of GMC, Detroit. Welcoming addresses: A. E. Cobo, Mayor of Detroit and Lester Suhler, DMAA president. Featured speaker: James Linen, publisher of *Time*, New York.

**2:15 p.m.:** General Session. "Direct Mail Answers the Challenge." Presiding: W. H. Beatty, V.P. & Sales Mgr., R. L. Polk & Co., Detroit. "Industry's answer": E. A. Heyler, Socony-Vacuum Oil Co., New York. "The agency's answer": N. F. Strouse, V.P., J. Walter Thompson Co., Detroit. "The research man's answer": Elmer Roper, New York.

**4:30 p.m.:** Annual Business Meeting. Presiding: Lester Suhler, DMAA President. (See Short Note on page 6).

**7:00 p.m.:** Get-Acquainted Party and Entertainment.

## Thursday — October 1

**9:00 a.m.:** "The Market Place of Direct Mail." Moderator: Edward N. Mayer, Jr., President, James Gray, Inc., New York. This popular program moved a day ahead so people with mutual interests can get acquainted. Meeting divided into sections or "booths". . . each devoted to one business classification in charge of expert hosts. For instance, there will be sections for mail order groups selling products, services and social service. Sections for commercial users like: seeds, nurseries, agriculture; pharmaceuticals; foods; gifts & housewares; financial institutions; education; suppliers & producers; insurance; associations; retailing; industrial manufacturers; transportation, resorts & hotels. Pick group which interests you most . . . join in informal discussions. Full listing of "hosts" in official program at convention.

**Noon:** Open for private group luncheons. The Associated Third Class Mail Users will hold their annual meeting, with Senator Carlson as the principal speaker.

**2:15 p.m.:** Two Concurrent Sessions: *Direct Mail as Advertising* and *Direct Mail as Mail Order Selling*. Advertising Session, presiding: Richard Shannon, Public Relations, Chrysler Corp., Detroit. Three panels: 1) "Direct Mail Copy," moderated by C. H. Fry, R. L. Polk & Co., Detroit, assisted by Gates Ferguson, Adv. Mgr., Celotex Co., Chicago; John McQuigg, V.P., Lennen & Newell, Detroit. 2) "Sponsored Publications," moderated by W. D. Kennedy, Ford Motor

Co., Detroit, assisted by Carl Borklund, Kabel Bros., Mt. Morris, Ill.; A. M. Anderson, V.P. Direct Mail Division, Reuben H. Donnelley Corp., Chicago; Garth Bentley, The Seng Co., Chicago. 3) "Prospecting by Mail," moderated by John D. Yeck, Yeck and Yeck, Dayton, Ohio., assisted by Arthur Toftte, Adv. Mgr. Industrial Division, Allis Chalmers Co., Milwaukee; Robert Adams, Provident Mutual Insurance Co., Philadelphia; Gene Wedereit, Dir. of Adv., Tube Turns, Inc., Louisville. *Mail Order Session*, presiding: Kenneth L. Wright, Adv. Dir., Michigan Mutual Liability Co., Detroit. Two panels: 1) "Selling," moderated by John T. McKenzie, Standard & Poor's Corp., New York, assisted by Robert Fidler, Cir. Prom. Mgr., *Time*, New York; Leslie Davis, *Wall Street Journal*, New York; Virginia Parsons, Dir. Fund Raising, New York Tuberculosis & Health Assn., New York. 2) "Mailing Lists," moderated by Arthur Martin Karl, Names Unlimited, New York, assisted by James Connell, Kiplinger Washington Agency, Washington, D. C.; Robert Rubin, Circulation Associates, New York; G. J. Cullinan, V.P., Aldens, Inc., Chicago.

**7:00 p.m.:** Buffet Dinner and Entertainment.

## Friday — October 2

**9:00 a.m.:** "Circles of Information." Moderator: Charles V. Morris, Henry Lindemeyr & Sons, New York. This popular feature of convention has been revised (profiting from experience of past four years). Eighteen round tables, each in charge of experts, instead of "groups" of people in similar business (as in "Market Place"). The discussion at each table is confined to "things" or "phases" of direct mail relating to nearly every business. Subjects for this year: Pre-campaign market analysis; merchandising; offers & prices; lists; direct mail package; design; copy; mechanical production; P.L.&R.; tests & testing; managing direct mail department; winning sales department's cooperation; opening doors for salesmen; incentive direct mail; planning dealer cooperative direct mail; selling your company in direct mail; company direct mail; reference direct mail.

**12:15 p.m.:** Closing Joint Luncheon with Adcraft Club of Detroit. Presiding: N. F. Lawler, President of Adcraft Club. Introduction of new officers. Featured speaker: Fred R. Michaels, Mail Order Mer. Mgr., Sears Roebuck & Co., Chicago.

**2:15 p.m.:** General Session. "Direct Mail Looks to the Future." Presiding: Lawrence G. Chait, Dir. List Research, *Time*, New York. Assisted by William Sproull, Adv. Mgr., Burroughs Corp., Detroit (the advertiser); E. A. Schirmer, Exec. Asst. to President, Campbell Ewald Co., Detroit (the agency); Fern Melrose, Radio Station WJR, Detroit (the consumer).

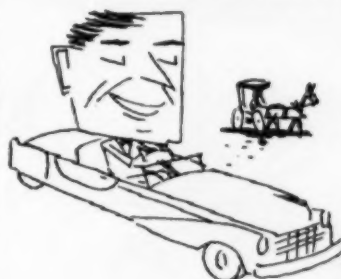
**4:15 p.m.:** Adjournment. Exhibit closes.

**NOTE —** In addition to all of the above events, both MASA and DMAA Convention Committees have gone all out to plan elaborate entertainment features for delegates and their wives. Trips to Windsor (Canada), Belle Isle, Detroit Yacht Club and Dearborn Inn; guided tours through Ford's River Rouge plant, historic Greenfield Village, Edison Institute, Bloomfield Hills Country Club, Cranbrook Culture Center, Fairlane, etc. For an entire week, Detroit will be the "Direct Mail Capital of the World." And by the looks of advance entertainment schedules, there won't be a dull moment for those with strength enough to "take it."

## MORE GARDEN CITY CUSTOMERS DRIVE

### CADILLACS

(than one-horse shays)



A recent survey, which we haven't bothered to make, reveals that eleven out of ten Garden City customers are astute businessmen. They're well-versed in the fundamentals of operating a successful business. For example, when planning a direct-mailing, they specify Garden City Envelopes. This automatically assures them of top quality, unbeatable service, and lowest prices . . . all elements necessary to profitable results. Naturally—men displaying such perspicacious sagacity are just bound to be successful. And successful men are a darned-sight more likely to drive Cadillacs than one-horse shays. Right?


### WANNA DRIVE A CADILLAC, TOO?

Maybe a series of successful direct-mailings is all you need. We can furnish helpful ideas, helpful service—and the best envelopes you can get for the money. Give us a ring—*Cornelia 7-3600*—and start thinking about your Cadillac.

**SPECIALISTS IN ENVELOPES  
AND OUTSTANDING SERVICE**

- MERCHANDISE
- AIR MAIL
- CATALOG STYLE
- POSTAGE SAVER
- PACKING LIST
- OFFICE SYSTEMS
- BANK STYLES
- EVERY OTHER STYLE

PHONE OR WRITE

 **GARDEN CITY ENVELOPE CO.**  
3001A NORTH ROCKWELL STREET  
CHICAGO 18, ILLINOIS  
Phone CORnelia 7-3600



# BUILD MORE FRIENDSHIP AND GOODWILL AMONG YOUR CUSTOMERS !

**It's Simple And Easy To Do By Sending Each Customer A  
Warm And Friendly Christmas Letter!**

Christmas gives you the opportunity to build much goodwill among your customers. And the ideal greeting to send is a lovely Christmas LETTER!

For generations letters have been the most personal, intimate form of communication between friends. Letters keep us in touch with those near and dear to us. Letters entwine themselves around the hearts of those who receive them, and letters are a powerful tool in your battle to build more goodwill among your customers.

So this year plan to greet each of your customers with a warm and friendly Christmas Letter . . . a letter written by men with a life-time of experience in building friendship and goodwill. Such a letter, produced on a gorgeous Christmas Letterhead will "get under the skin" of your customers and be long remembered by them.

Sign and mail the coupon . . . or write on your business letterhead. Without the slightest cost or obligation we'll send you a lovely sample book, showing many unusual, effective, friend-making Christmas Letters. Then, in the privacy of your own office you can leisurely choose the exact greeting you want to send to your customers.

Clip the coupon — sign it — and mail it — today.

**CLIP THIS COUPON . . . AND MAIL TODAY . . . FOR BIG  
SAMPLE BOOK OF LOVELY CHRISTMAS LETTERS!**

M. P. BROWN, INC.  
Fort Worth 1, Texas.

We're interested in building goodwill among our customers. Send us your sample book of Christmas Letters. After it has served our purpose we'll return the book (in the special stamped, addressed container you furnish).

Firm .....

By .....

Address .....

# HOW DIRECT MAIL SOLVES MANAGEMENT PROBLEMS

by Henry Hoke

## SECTION I:

### Common Denominator For Thinking

Did you ever hear of the request received by an advertising counselor to design a mailing piece for the sole purpose of selling *one man* on writing a check for *one million dollars*? Hold on until later... and we'll tell you how the problem was solved.

During the past two years *The Reporter* has published four feature issues... each devoted to one main topic:

*How to Think About Direct Mail*  
(copy formulas)

*How to Think About Production and Mailing*

*How to Think About Readership of Direct Mail*

*How to Think About Showmanship in Direct Mail*

Then there were two series of articles... for later printing in booklet form:

*How to Think About Letters* by Howard Dana Shaw

*How to Get the Right Start in Direct Advertising* by Harrie Bell

The purpose of each of these features (and booklets) was to take one major phase of direct mail education and analyze it from every angle... condensing the subject into outline form so it could be amplified for training beginners, or so that it could be

used as is for "refreshing" the more experienced.

These studies were well received. Many companies have used the material for training purposes, and the outlines have been included in quite a number of college courses.

This time, we want to analyze direct mail from a different angle. A seldom-discussed angle... even though our analysis may at times overlap or duplicate some of the advice in earlier features.

Too few people in business realize that direct mail, correctly defined, is... a *solver of management problems*. Simple or complex problems. Single or multiple problems. Periodic or continuous problems.

Too many people think of direct mail as a miracle worker; a hard-hitting tool to chisel out immediate sales; something to be used on the spur of the moment or because others are using it, or because they are sold a "bill or goods" on a new and tricky format.

Our contention is... that direct mail is a simple tool for solving everyday management problems. It has at times been made complicated by misunderstanding or by exaggerated claims.

It has been a mistake to compare direct mail with other forms of advertising. Perhaps it has been a mistake to use the term "direct mail advertising"... because "advertising," strictly defined, is the public publication or announcement of sales offers.

Direct mail is mostly just the op-

posite. It is not publication. It is not public. In many cases it is not the immediate purpose of a direct mail effort to create a sale.

Direct mail is the closest substitute for a personal contact. So it is natural to think *first* of using a mail contact in solving a *management problem* when it is impossible to solve that same problem by personal face-to-face or voice-to-voice contact.

We've known of cases where the words-in-type approach could accomplish more than the verbal approach. Faster, more far-reaching, more convincing, more lasting. Therefore, it should just be natural to think of direct mail first in *solving management problems*... without attempting to compare it favorably or otherwise with the mass forms of advertising. Very few executives would think of using the radio, or billboards, or a newspaper or magazine advertisement to influence a relatively few selected people.\*

So... for the purpose of this study, let's think of direct mail (your direct mail) in this way:

**DIRECT MAIL ISN'T WORTH CONSIDERING UNLESS IT ACTUALLY SOLVES FOR YOU A SPECIFIC MANAGEMENT, PROMOTION, PUBLICITY OR SALES PROBLEM. IT IS THE NUTCRACKER OF BUSINESS. THE HARD NUTS, THAT IS.**

\*Footnote: There have been exceptions to this. But they are rare. Some advertisers have taken pages in the *Washington Post*... just to influence members of Congress. One campaign we know of used full pages in *Fortune* just to needle one man and the members of his official family.



Direct mail is a simple (though sometimes a complex) tool for solving problems of communication between your business and your area of marketing.

Try to think of direct mail in the most simple possible ways. It can start with *one letter*. One carefully written letter to: 1) a careless salesman; or 2) to a backward dealer; or 3) to a complaining but important customer, may constitute a powerful direct mail effort. We've known such letters to make a tremendous difference in the future of the men or companies affected by them. We have known of one-letter efforts which have changed the course of lives and businesses.

Think of direct mail that way. Starting with one letter (or amplified into thousands of letters, booklets or folders), direct mail is simply a convenient, ready-to-use tool which you, as part of management, can put to use in solving everyday or lifetime problems. It isn't complicated unless you make it so. You shouldn't use direct mail solely to be in style, or because someone has sold you on it. You should use it *solely* because you have a problem or problems to be solved.

And we can say fairly authoritatively that the reason for so much poor direct mail is: the creators had not analyzed their problem . . . or in some cases didn't know what the actual problem was. That's a fact.

I'm hammering on this point of *solving problems* . . . because it has been so neglected in most discussions of direct mail. Of course, we have published in *The Reporter* over the years many articles or case histories which showed specific examples of problem solving.

For instance, the story of National Cash Register by George Head, in the July 1952 *Reporter*, can always be used as a shining example of solving the continuous problem of: 1) getting salesmen to work; and 2) reducing the actual time of the salesmen, while increasing total sales, by softening up selected groups of prospects beforehand with material beamed to *their business*.

The Yoon Yun campaign, described in the April 1953 *Reporter*, had nearly the same problem to solve, but with a different emphasis. The dramatic, 19-piece, \$50,000 campaign to 2,000 selected buyers of corrugated shipping boxes was designed solely to solve two problems: 1) that Union Bag and Paper was not well-known in the highly competitive *box* field; and 2) that

salesmen must be better acquainted not only with their products but with their prospects. The campaign was not designed for immediate sales. Its purposes were to impress; to open doors; to present the entire sales story during the period of 19 mailings so that management, salesmen and prospects would be talking the same language. That is what we mean by solving problems.

The story of Milwaukee Dustless Brush by Paul Bringe (*Reporter* June 1953) is another shining case for the direct mail records. Here the problem was different. Entirely different. The war caused the sales force to disintegrate in quality as well as quantity. To solve the problem of shrinking sales . . . the decision was made to lay off the 125 salesmen and turn to direct mail entirely. A dangerous decision. Seldom possible or even desirable. The details and mechanics of how it was done are not important now. But the decision proved wise for Milwaukee Dustless Brush. After a few discouraging months . . . sales volume started up and finally hit a 400% increase ceiling. Selling cost was reduced 30% per unit. Today . . . Milwaukee Dustless Brush is selling to 50,000 manufacturing plants by calling on them *by mail only* at least once a month. That is solving a management problem with direct mail. Not direct mail *advertising*, as such. Just *direct mail contacting*.

There have been plenty of similar stories of problem solving in the past issues of *The Reporter*. No use in re-viewing them now. But the recorded stories often come in handy. We are frequently asked by advertising managers, "What material can you give me to justify to management our use of direct mail to supplement the work of the sales force?" or "I have to make a speech to our sales force and I need material to convince them that direct mail makes their jobs easier or better." Answering those requests is usually easy . . . because we can refer to previously printed case histories in which the *problems were similar*. This present study may furnish even better ammunition.

Oh, yes . . . I promised to tell you the story of the million dollar problem. Harrie Bell, of Allen, Lane & Scott, 2300 Market St., Philadelphia 3, Pa., told me about it. It happened back in 1927. Officials of Lehigh University wanted to build a new electrical and mechanical laboratory. They didn't want to conduct the usual money-raising campaign. They asked Harrie if he could think up some idea which would induce just *one man* to put up the needed *million dollars*.

Harrie designed a beautiful, but dignified, 8½ x 11 inch booklet of 24 pages. It told (with sketches) the need . . . and the dreams. The copy was beamed to the one man who could make the dreams come true. The booklet was sent, with a letter, to 500 carefully selected names of wealthy alumni and friends. Within two weeks, Mr. James Ward Packard mailed his check to Lehigh University for one million dollars. The "campaign" was ended.

Harrie also gave us another simple, problem-solving case history. This one from 1926. It is interesting too.

The Acme Gear Company of Philadelphia, was preparing to announce the Grammer Process for the Prevention of Offset in Printing. Mr. H. C. Cole, the president, asked Harrie Bell to solve the problem of how to do it. Five hundred simple, explanatory folders were mailed to the most important printers. During 1926, over a quarter million dollars of this equipment was sold to the 500 names. And better than 10% without any personal contact by salesmen. Incidentally, the bill for designing and printing the 500 folders was \$132 (1926 rates). Mr. Cole's return in orders secured *without personal contacts* was around \$25,000; and in addition, a large percentage of the whole year's business was traceable to inquiries from this one folder. Which seems to prove that bigness, or elaborateness, isn't essential in solving problems. Today or yesterday. The right pitch to the right people at the right time will do the trick.

By this time, we ought to be on a common ground of *thinking* about this subject of direct mail as a solver of problems. That's the sole purpose of this first section of the study. Establishing a common ground of thinking.

In solving management problems . . . direct mail can be simple or it can be elaborate, with all sorts of shades between.

Let's stipulate again that direct mail isn't worth a tinker's dam unless it can solve *for you* some specific management, promotion, publicity or sales problem.

If you think of it that way . . . you'll make fewer mistakes; you'll cut costs; you will really put direct mail to work. *Cracking hard nuts*.

In the balance of this study, we'll try to help you get ready to solve problems and will show you many adaptable ideas. But . . .

Remember . . . you can't solve problems unless you know *what they are*.



## SECTION II:

# You Can't Solve Problems Unless You Know What They Are

Have you ever been aboard a submarine? If you haven't you have missed an inspirational thrill.

I spent a day recently on the *U. S. S. Crevalle*, stationed at New London, Connecticut. Lt. Charles Hoke, my son, managed to get me cleared through "security," and I was given the treatment for visiting landlubbers. Met the five officers on board and many of the sixty or more sailors. Sat in the wardroom having a breakfast of steak and eggs and listening to the officers discuss their problems. Went over every inch of the ship from stern to bow. Learned quite a bit about the lore of submarines in one short day. A fascinating experience which might help a lot of advertising men.

What possible connection between submarines and advertising? Plenty. Try it some time... if you can shen-agle an invitation. You'll probably feel like a heel, a quack, a shyder, a complete incompetent when you step ashore. You'll probably feel ashamed of your lack of knowledge about your chosen field. You'll suspect that you know less about your job than the youngest, freshest sailor on the *Crevalle* knows about his.

A submarine is a beautiful hunk of intricate, delicate, amazing equipment. About twenty-five million dollars worth. A long, thin body like a fish, but completely surrounded with a huge girdle of "water wings." A series of hollow tanks. If filled with air, the ship stays afloat. When water replaces air, the contraption goes under. One of the most interesting things about a submarine (I don't believe I'm revealing any secrets) is that each ship is built *twice*. The working area inside the long, thin craft is so confined that the workmen cannot twist all the pipes, electrical lines, machinery, etc., into the actual metal hull. So a complete ship is first built of wood. In sections. The pipes, wires, equipment are fitted into the wooden sections (with more room to work).

Then each piece is marked, taken

apart and moved into its proper place in the final assembly. The workmanship on each part, each screw or bolt, is perfect. It has to be.

But the important fact is that every man on board *must know every part*. Officers and men. No one is ever drafted into submarine service. They must enlist. They must want to be in that service. They must apply and sometimes re-apply many times. They must go through grueling training and tests before they ever see the inside of a sub. Escape out of a hundred-foot water tower without getting frightened or exploding a lung. Many are washed out during some stage of training. They are sometimes washed out for showing an undemocratic tendency, like not being able to get along with fellow crewmen of different racial background or religion. There can't be any bickering or ill-feeling. There must be perfect teamwork.

And when they get on the ship at last... they must learn every part of it and every job on it. If something should happen to the torpedo tube operators, the cook or one of the fellows from the diesel engine rooms can take their place. Maybe not quite so well... but well.

The most grueling test finally comes to the young officer. His first dive. That is, he is in command of a dive. It may be cruel, but it must be right. That dive is deliberately "sabotaged." The other officers agree ahead of time *what is to go wrong*. A valve is stuck. A lever regulating the rate or angle of descent is put out of kilter.

Standing in the control room, the young officer (tense as hell) gives the order to prepare to submerge. He watches the lights, indicating all is safe. Hatches closed. He gives the order to submerge; fill the tanks to what capacity; speed and angle of descent. Then something happens. The ship rolls over like a dead fish; or it may go down with sickening rapidity. The young officer must detect within a few seconds what is wrong, where it is, why it happened and give a counter-

order to either correct the fault or re-surface. If he freezes from fear; if one of the officers stationed at the emergency spot has to step in to save the ship... there has been another failure and a career washed out. In other words, each man on a submarine must know his business so well that he can *immediately* solve a problem. It must be solved... or else.

I asked the commanding officer how he kept from getting ulcers on the job. His is the responsibility of protecting a twenty-five million dollar investment and the lives of seventy men. He just smiled... and told me how every man had to be good, for the lives of all others depend on each man. When the order is given to submerge there can't be any *ifs*, *ands* or *buts*. Every piece of equipment must be in perfect condition; every wire connected; every light, lever and lock functioning. They can't be half or partially functioning. Every man knows whether they are ready to function when the order to submerge is given.

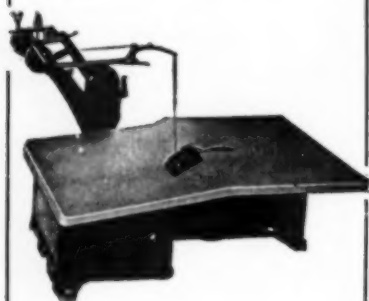
That's why I felt sorta depressed about the advertising business when I left the *Crevalle*.

Compared to the cool, efficient, capable crew on a submarine (both officers and men), we landlubbers in the so-called advertising "profession" are unskilled laborers. We brag and boast about our prowess in the art of influencing people, but most of us are putting on a front... pretending to know a lot about everything, but really knowing very little about a lot. We can't spot the reason for impending disaster in a few seconds; we don't know the details of our jobs well enough to know whether every comparable wire, pipe, lever or light is working or not. And a lot of people in advertising just don't give a damn. They take a chance that the lever they *pick* will work. They wouldn't feel that way if their lives depended on it.

I think the fault lies in education for advertising or for management positions. We haven't been trained in *solving problems*... as each man on a submarine is trained. In engineering, chemistry, law, medicine... students must *solve problems*. Or they flunk. What is the problem? What is the solution? But in advertising! Theoretical day-dreaming.

I have a hazy recollection of the advertising courses at the University of Pennsylvania. I remember long talks about psychology, economics, reactions to color, circulation and media analysis, etc. But I don't remem-

**SAVE TIME  
AND MONEY!  
TIE BUNDLES  
AND PACKAGES  
THE EASY WAY  
WITH THE FAMOUS  
SAXMAYER  
NO. 6 TYING  
MACHINE!**



Latest addition to the SAX-MAYER line is this highly efficient general purpose machine especially suited for tying such things as mail in direct mail departments. Using either twine or tape, it ties all shapes and sizes of packages up to 6 inches high. Attractively finished in enamel with white porcelain top. Legs furnished at slight additional cost. Whatever your tying problem there's a SAXMAYER to meet your requirements. Write for illustrated folder describing 20 standard SAXMAYER Models serving over 100 different industries.

DEPT. A

**NATIONAL**  
**BUNDLE TYER COMPANY**  
Blissfield,  
Michigan

ber much about problems and their solution. In liberal arts and business courses the emphasis in the past was on theory... rather than problem solving. I hear that in some schools this emphasis has changed, but so far I haven't noticed any startling difference in results.

Perhaps the members of the American Business Writing Association\* are pointing the way to better training. I've attended several of their conventions and avidly read their monthly bulletins. That association is composed of university and college teachers of English and communication, plus men in business who are training employees to write better letters, reports, etc.

I have noticed that in group discussions at ABWA meetings, emphasis has been on teaching by the problem-solving method. In a recent report, for example, there was considerable argument over how much help the teacher should give in solving the problem; whether the problem should be thrown at the students "all in a mess;" or whether it should be organized or simplified for easier solution. Here's one conclusion in the report:

"There was general agreement in the seminar that the information given to the students should have for its purpose orientation rather than possible solution of the problem. Solving the problem should be the student's responsibility for a most efficient learning experience."

If the professional teachers are thinking along these lines... then progress is being made. The next generation of business men and women will have an awareness that in letter writing, at least, they must solve definite business problems. They must know specifically what the problem is and how to solve it by words.

Okay... we've probably deflated a few egos by asking you all to compare your training and ability with those sailors on the submarine. Maybe you are ready to admit that the people working with you in direct mail (even yourself) haven't been trained in

solving problems. Is there anything you can do about it? We think there is.

In spite of all the talk for years in advertising and selling circles about the value of research, most of us are flying around in the clouds of complexity when we even succumb to "research." We research the wrong thing... or not at all. The average business executive won't take the time or trouble to tackle the simplest research of all. There is one simple research needed by all business executives... especially those directing any small, medium or large usage of direct mail. Such a research will help any sales executive and his assistants to catalog problems so that solutions can be found. We'll give you a method... but first a question!

How many advertising or sales executives have on their desks a complete visualization of all the problems, challenges, opportunities (whatever you want to call them) connected with their marketing? A few do. But darn few. Those who do, naturally won't release their private records for public consumption so I'd like to insert here a chart prepared in England. It may give a few of you usable ideas, although the chart itself may be more complicated than you need.

**IMPORTANT NOTE**

For your convenience... the marketing chart (A) has been reproduced on the accompanying wing fold. On the reverse side is the Business Analysis chart (B) described on page 24.

This sequence of marketing problems from manufacturer to manufacturer's salesmen, to merchant, to merchant's salesmen, to retailer, to retailer's assistants, to consumer, attempts to visualize most of the possible solutions. It was originally designed by Martin Perry for distribution to his clients and later, blow-ups were sold at \$1 each. Martin gave *this reporter* restricted permission to use it in the United States provided it was not reproduced again for sale or without permission.

We think it's worth studying even if you have to use a magnifying glass. Realize that it was designed from the the British point of view... and for conditions over there. But it is basically sound... and much more complete than anything I have seen in the United States. Better than the Direct Mail Advertising Association's "49 Ways." Before you tackle the squares running along the chain... be sure to read the explanatory notes at bottom center.

(Continued on page 24)

\*Footnote: The secretary of the ABWA is C. R. Anderson, chairman of the Division of Business English, 101 David Kinley Hall, University of Illinois, Urbana, Illinois. Membership is open to anyone who is interested in letter writing for business (professional teachers and business executives). Dues are only \$3 a year... but should be much more. Members get extremely valuable monthly bulletins and can attend the inspiring annual conventions, which are held the last week in December (during the school holiday season). The 1953 convention will be held December 29 and 30 at the Netherlands-Plaza Hotel in Cincinnati, Ohio. Many of the ABWA members attend the Direct Mail Advertising Association conventions and are vitally interested in promoting better techniques in direct mail.

## CHART B:

# ANALYSIS OF BUSINESS

## INSTRUCTIONS:

On the left below . . . you have the positive questions which should be asked and answered about a business before you can plan any direct mail effort intelligently.

This chart is simply a guide for undertaking an internal research. It may be simplified or expanded to fit individual cases.

On the right is the negative approach. Under each of the seven divisions we have listed (instead of questions) some of the answers or resistances you may encounter.

## POSITIVE

### 1. THE COMPANY

**FACT BASIS:** Age? Size? Volume? Reputation? Names and background of officers; local, national or state standing of company executives? Territory being sold? Potential territory? Sales and Profits? Dividends? Credit rating? Labor and employee relations? Community acceptance?

**FACT ANALYSIS:** Analyze each of the questions in the Fact Basis. Are there internal and external problems such as public relations; getting information to stockholders; employee and community good-will, etc.

### 2. THE PRODUCT OR SERVICE

**FACT BASIS:** Full details on how it's made? How protected? Chief advantages? Advantages over competition? Disadvantages? Sources of raw materials? Highlights of production? How does it meet the demand? Special service features? Why is it bought? Why isn't it bought?

**FACT ANALYSIS:** How well does it meet and match buyer's need and desires?

### 3. THE MARKET

**FACT BASIS:** Present and potential? Buyers, prospects and possibilities? Lists maintained? Buying habits recorded? Demands, desires? Geographical peculiarities? Seasonal influence? Size of accounts and other classifications?

**FACT ANALYSIS:** Is full market — present and potential — being realized? Full analysis of past customers, present customers, and prospective customers. Are lists fully covering

## NEGATIVE

### SALES RESISTANCES IN THE COMPANY

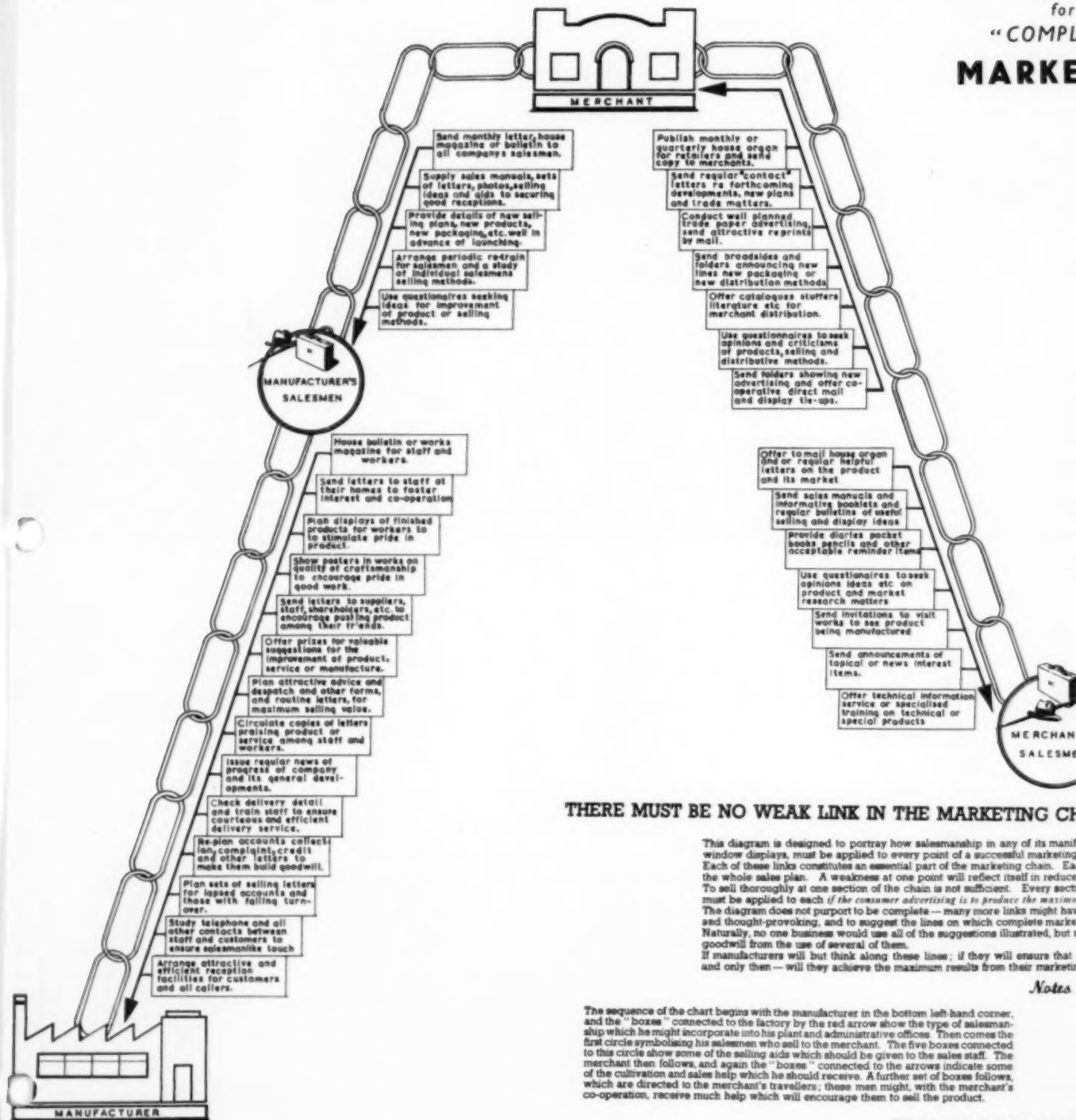
1. Executives not fully sold on marketing plan.
2. Salesmen not well selected, trained or supervised.
3. Not enough salesmen to thoroughly cover the market.
4. Insufficient finances; too small sales and advertising budget.
5. Bad location; not near center of the market.
6. Poor credit handling; poor shipping, wrong terms used.
7. Sales policies out-of-date, or not in line with ideals.
8. Lack of sound public relations program; bad community relations.
9. Lack of sound employee relations.
10. Fear of economic conditions; lack of confidence; aggressiveness, etc.

### SALES RESISTANCES IN THE PRODUCT OR SERVICE

1. Priced too high for quick acceptance or in comparison with competition.
2. Does not fully meet the market's demands or desires.
3. Requires too much after-service.
4. Lacks inherent selling points.
5. Difficult to sample or prove superiorities.
6. Insufficient profit margin.
7. Difficult or too expensive to install, use or explain.
8. Lack of eye-appeal; wrong colors; poor design; no display value.
9. Inferior labeling or packaging.
10. Too costly to produce (or, in mail order — to buy).
11. Lack of outstanding mark of immediate consumer recognition.
12. Lack of package insert on explanation of full uses.

### SALES RESISTANCES IN THE MARKET

1. Buying habits hard to change.
2. Unwillingness to believe claims.
3. Difficult to induce action (inertia).
4. Confusion in competitive claims.
5. Insufficient information on which to base decision.
6. Lack of records and mailing lists failure to maintain.
7. Geographical and seasonal influence.



## THERE MUST BE NO WEAK LINK IN THE MARKETING CHAIN

This diagram is designed to portray how salesmanship in any of its manifold window displays, must be applied to every point of a successful marketing. Each of these links constitutes an essential part of the marketing chain. Each the whole sales plan. A weakness at one point will reflect itself in reduced To sell thoroughly at one section of the chain is not sufficient. Every section must be applied to each of the consumer advertising is to produce the maximum. The diagram does not purport to be complete—many more links might have and thought-provoking, and to suggest the lines on which complete marketing. Naturally, no one business would use all of the suggestions illustrated, but goodwill from the use of several of them.

If manufacturers will but think along these lines; if they will ensure that and only then—will they achieve the maximum results from their marketing.

Notes

The sequence of the chart begins with the manufacturer in the bottom left-hand corner, and the "boxes" connected to the factory by the red arrow show the type of salesmanship which he might incorporate into his plant and administrative offices. Then comes the first circle symbolising his salesmen who sell to the merchant. The five boxes connected to this circle show some of the selling aids which should be given to the sales staff. The merchant then follows, and again the "boxes" connected to the arrows indicate some of the cultivation and sales help which he should receive. A further set of boxes follows, which are directed to the merchant's travellers; these men might, with the merchant's co-operation, receive much help which will encourage them to sell the product.

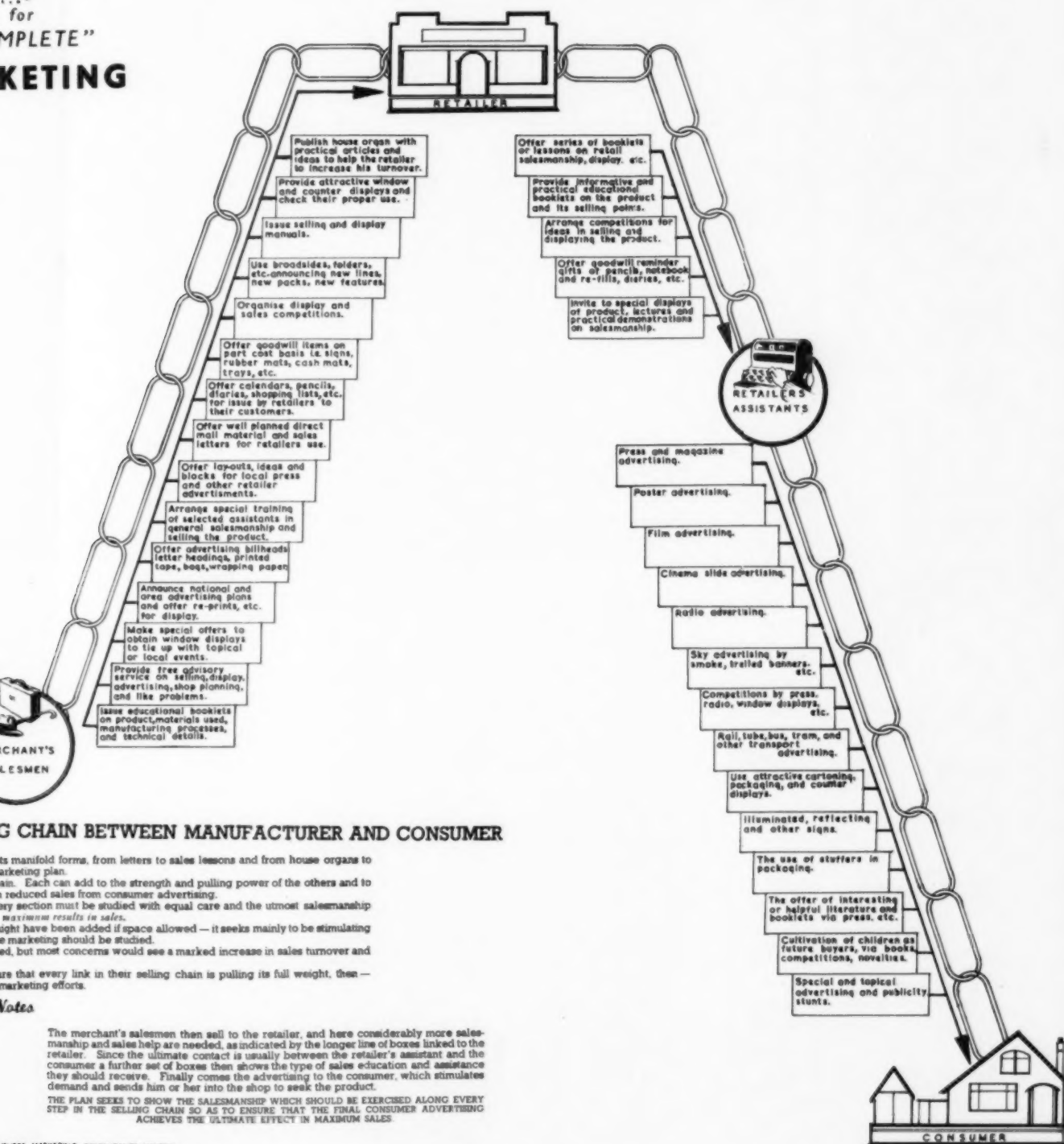
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THE REPORTER OF DEER M



# ART A:

## PLAN for COMPLETE" MARKETING



### SALES CHAIN BETWEEN MANUFACTURER AND CONSUMER

its manifold forms, from letters to sales lessons and from house organs to marketing plan. Each can add to the strength and pulling power of the others and to reduced sales from consumer advertising. Every section must be studied with equal care and the utmost salesmanship maximum results in sales. might have been added if space allowed — it seeks mainly to be stimulating e marketing should be studied. ed, but most concerns would see a marked increase in sales turnover and ure that every link in their selling chain is pulling its full weight, then — marketing efforts.

#### Notes

The merchant's salesmen then sell to the retailer, and here considerably more salesmanship and sales help are needed, as indicated by the longer line of boxes linked to the retailer. Since the ultimate contact is usually between the retailer's assistant and the consumer a further set of boxes then shows the type of sales education and assistance they should receive. Finally comes the advertising to the consumer, which stimulates demand and sends him or her into the shop to seek the product.

THE PLAN SEEKS TO SHOW THE SALESMANSHIP WHICH SHOULD BE EXERCISED ALONG EVERY STEP IN THE SELLING CHAIN SO AS TO ENSURE THAT THE FINAL CONSUMER ADVERTISING ACHIEVES THE ULTIMATE EFFECT IN MAXIMUM SALES.

# ANALYSIS OF BUSINESS

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5. Insufficient information on which to base decision.
6. Lack of records and mailing lists (failure to maintain).
7. Geographical and seasonal influence.

**ARE YOU**



**BEING**

**SQUEEZED**

**by constantly rising mail advertising costs?**

***NOW! Get more for your dollars with De Groodt***

**Check Our Realistic Rates . . .**

**for Addressing Lists from Phone Books — Directories —  
Inquiries from TV, Radio and Magazine Advertising, etc.**

**3-Line TYPEWRITER ADDRESSING . . .**

**Now only \$6.50 M**

Envelopes, Cards and Self-Mailers up to  
6x9". 4 lines only \$1 additional per M

**Expert HAND ADDRESSING . . . . .**

**Now only \$7.50 M**

**Try this New Low-Cost Service for  
Follow-up Mailings . . .**

Addressing on Gummed Labels . . .  
We Supply Labels

Only **\$2.25/M** for each set, typed  
quadruplicate

Only **\$2.50/M** for each set, typed  
triplicate

**Save Money on ALL Your Direct  
Mail Requirements . . .**

Label Pasting on Envelopes, Self-Mailers,  
Broadsides up to 6x9"

**Only \$1.50 M**

Other Mailing Operations, (Folding,  
Inserting, etc.) Only **50¢/M** motions

These are our COMPLETE charges! We offer a complete mailing service.  
An experienced corps of 200 enables us to handle jobs of ANY SIZE  
— and to meet your deadlines with speedy service!

Take a tip from the many profit-wise publishers and volume mail users  
who have slashed their costs with our fast, dependable service! Save  
this ad for future use . . . or, better still, phone or write TODAY! Daily  
pickup and delivery without extra charge around Metropolitan New  
York Area.

**OUT OF TOWN MAIL USERS:** We offer substantial savings and speedy  
service to suit your requirements.



**De Groodt and associates, inc.**

**Backed by 7 Years of SERVICE**

**87-29 78th Street, Woodhaven 21, L. I., Michigan 2-4900**



## MAIL ORDER LIST BROKERS

We are specialists  
in finding suitable  
lists for large mailers.

We are specialists  
in finding suitable  
customers for owners' lists.

## JAMES E. TRUE ASSOCIATES

"Jim" True,  
"Hank" Ruby

Charter  
Member  
National  
Council of  
Mailing list  
Brokers

James E. True Associates  
419 Fourth Avenue  
New York 16, New York

You can use this Marketing Plan Chart as a guide in building your own program. Some of the phases are surely forgotten in most marketing campaigns. Even Martin Perry forgot one important link, although it might be included in No. 2 square (reading from bottom left-hand corner). For instance, in the follow-up of inquiries from national or trade advertising, most advertising departments fall down with a terrific thud.

After you have studied Martin Perry's chart... try to figure out whether a similar visualization (simpler or more elaborate) will help you and those around you to understand what the problems are. The technique of how to solve each problem is... another study. Only possible through education and experience.

### A SIMPLE METHOD OF ANALYSIS

Now... let's tackle the most simple method of analyzing a business or a program, so that you can determine the real problems and start finding the solutions.

We mentioned this method (describing it briefly) in *How to Think About Direct Mail* and *How to Think About Showmanship in Direct Mail*. But it needs more emphasis. It may sound like old stuff to many. But how many of you have actually made a simple fact analysis of your business?

Agencies and counselors claim that they make a complete fact analysis before attempting a "campaign," but some of the efforts we've seen only skimmed the surface. Any executive should be able to do it for himself (if he can get in an objective or impartial frame of mind). Perhaps the best way is to employ or delegate one impartial observer to ask the required questions, gather the material... and then report in logical sequence.

Every business (whether selling products or services or appealing for funds) should have a fact analysis with the findings in *permanent, written form*.

The analysis should be made from two opposite directions: First, obtaining basic facts, then analyzing each fact. Second, finding all the objections or resistances against each fact. In other words, you need two separate series of interviews or studies. One positive. One negative. When you put the two together you'll uncover the real problems and you'll be much closer to finding solutions of each.

When you are trying to solve a selling or direct mail problem, don't

be disappointed if some revolutionary idea is not immediately found. New or startling ideas may not constitute the immediate need. Success in selling often depends on little things; a small change, or a new basic idea.

All businesses are different... yet remain the same in many ways. We've heard some experts say that all businesses are alike. Only the details are different. There are definite methods of reasoning from the *facts of a business* through to the attainment of your sales or profit objectives.

This reasoning involves certain principles which, if understood and used, will reveal to you a clear-cut picture of your sales situation, present and future... will furnish you with the knowledge of what lies between your merchandise and your market... and will help you in planning how to bring them together more profitably.

No single piece of literature, or complete campaign, can be termed absolutely sound unless thorough consideration is given to all of the factors of a business. How to check these factors scientifically requires a system of thinking.

On the wing fold (chart B), we are giving you a system of thinking... in condensed chart form. It combines ideas and techniques used successfully by a number of old-timers in direct mail. The chart itself may not be entirely complete, the details are subject to expansion or revision, but it can be used as a basic guide.

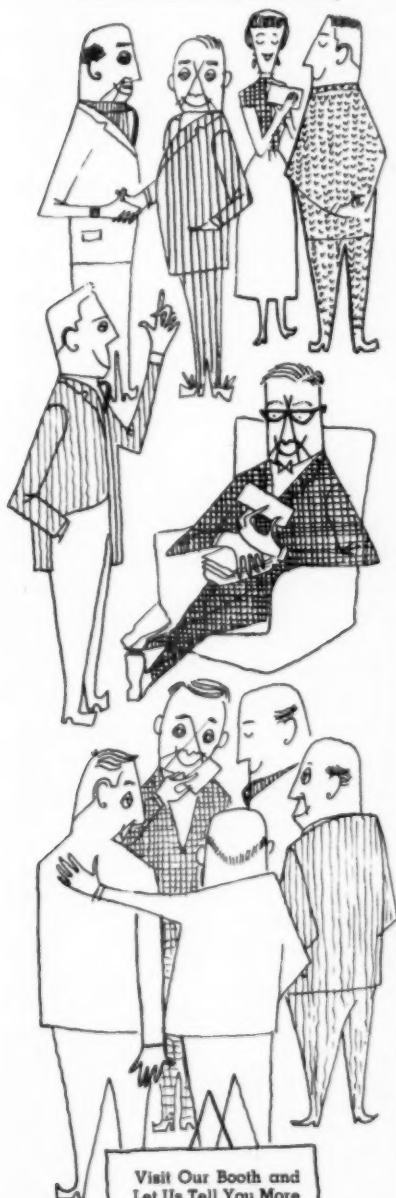
Now... take time out to study the chart (B) on pages 21 and 22.

If you have done everything the chart suggests... forget about it. But it seems to us that every business should have in *written form*... the answers (or analysis of answers) to all the suggestions made in both the positive and negative interviewing. It may look like a lot of work, but I've known of fairly simple cases where the whole job could be completed in an hour or so.

What good is it if the boss (or bosses) carries the answers around in his head? Suppose you hire a new copywriter to handle inquiries or write letters on this or that... how can the new man know how to solve problems unless he knows what they are and the facts behind possible solutions? That's the purpose of a fact analysis... to help in solving problems.

The whole idea ought to be self-evident, but let's consider a few possibilities.

**DMAA**  
36th Annual  
Conference  
Booth 50



Visit Our Booth and  
Let Us Tell You More  
About Creative De-  
sign, Tension In-  
ventions, and BILT-  
TO-FIT Envelopes  
for Every Direct  
Mail Use!



**creative design**

for • PRESTIGE • ATTENTION  
• INTEREST • ACTION

You can depend on a Tension Creative Design Envelope for reader impact!

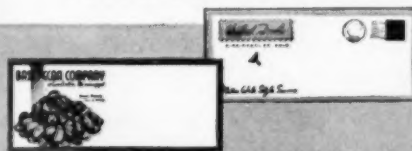
Tension knows the ingredients that make an envelope do an outstanding job—an envelope that's never "lost in the pile" . . . an envelope that increases prestige, arouses interest, intrigues the reader to open it and read your message.

To implement this knowledge, Tension maintains its own large art department, staffed by specialists in creative envelope design.

In addition, Tension offers you complete envelope design facilities to tailor the envelope itself to perform unusual tasks, save you time and money!

(A sample of Tension's Inventiveness is shown in the ad below)

**TENSION ENVELOPE CORP.**

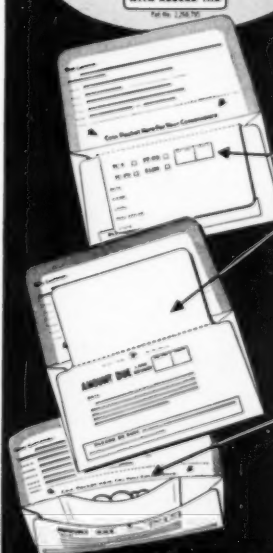


**TENSION  
INVENTIONS**

**COIN POCKET-REMITTANCE**

WITH RECORD TAB

Form No. 1, 10/67



**Tear-Off  
Tab for Your  
Record**

**Built-In  
Coin  
Pocket**

**ENVELOPES To Save  
You Labor, Speed Service,  
Help Prevent Mistakes!**

**SHORT CHANGED?**

This Tension Envelope  
Furnishes You A Record  
For Your Files  
While It's Out Collecting!



Here's an easy, low-cost way to collect small change when a customer's mail order doesn't quite "add up": It takes just a minute—and two quick changes of carbon—to write the customer's name on both flap and record tab, indicate the balance due and reason for the shortage. The tab tears off, goes in your file. The address on the flap shows through the window, saves extra typing, when you slip this envelope inside an "address-saver" envelope for mailing.

Your customer knows at a glance how much he owes—and why. A built-in coin pocket makes it convenient to return small coin payments. The name and address on the flap makes positive identification easy when the envelope returns.

Write for a sample today!



**TENSION ENVELOPE CORPORATION**

New York 36, N.Y.  
572 Fifth Avenue

St. Louis 10, Mo.  
1001 Southlight Ave.

Minneapolis 1, Minn.  
100 North 1st St.

Des Moines 14, Iowa  
100 North 1st St.

Kansas City 8, Mo.  
100 North 1st St.

# AUTOMATIC MACHINE - ADDRESSING SERVICE

- Your private mailing lists set up on plates; filed, corrected and addressed as instructed — guaranteed accuracy at low cost.
- High-speed machine-addressing direct on your cards, envelopes, booklets, self-mailers, publication; from smallest size up to 11 1/2 x 14 1/2.
- 1,000-names-per-minute addressing on mailer strip to fit Cheshire or Dick mailers.
- Subscription fulfillment service, system to system changeover, or your private stencil addressing department transferred to service company operation.
- No equipment to buy, no capital investment — pay only for labor and material used.
- Open capacity now for lists totalling 10,000 to 2,500,000 names with use-frequency of four times or more.
- Centrally located office and plant, one block from never-closed post office, express office, Grand Central Station, Airlines Terminal — our only address for the past ten years.
- Building is equipped with loading platform, large capacity freight elevators; very convenient for accepting bulky and skid deliveries.
- Satisfied customers from coast to coast.
- Phone or write for a free quick-survey on your specific requirements. Mr. George Green will welcome your inquiry at the Hotel Statler in Detroit during the Convention.

## GLOBE ORGANIZATION, INC.

480 Lexington Avenue, New York 17, N. Y.  
Phone PLaza 3-7938

- # AUTOMATIC MACHINE - ADDRESSING SERVICE
- Your private mailing lists set up on plates; filed, corrected and addressed as instructed — guaranteed accuracy at low cost.
  - High-speed machine-addressing direct on your cards, envelopes, booklets, self-mailers, publication; from smallest size up to 11½x14½.
  - 1,000-names-per-minute addressing on mailer strip to fit Cheshire or Dick mailers.
  - Subscription fulfillment service, system to system changeover, or your private stencil addressing department transferred to service company operation.
  - No equipment to buy, no capital investment — pay only for labor and material used.
  - Open capacity now for lists totalling 10,000 to 2,500,000 names with use-frequency of four times or more.
  - Centrally located office and plant, one block from never-closed post office, express office, Grand Central Station, Airlines Terminal — our only address for the past ten years.
  - Building is equipped with loading platform, large capacity freight elevators; very convenient for accepting bulky and skid deliveries.
  - Satisfied customers from coast to coast.
  - Phone or write for a free quick-survey on your specific requirements. Mr. George Green will welcome your inquiry at the Hotel Statler in Detroit during the Convention.
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**The Company:** We've known of some cases where the analysis showed a need for a complete change in company policy. A major house cleaning. Other changes may be simple. Suppose you find that there is poor relationship between home office officials and suppliers, customers, etc. Ill will has been fostered. Remedy may mean a top-man lecture on courtesy, plus a booklet to be given to visitors... describing business history, products and listing names of all executives.

Many companies have solved this simple problem with such booklets. To name only a few of the best: General Motors, Detroit; Sorg Paper Company, Middletown, Ohio; Harris-Seybold, Cleveland; Norton Company, Worcester, Mass.; D. W. Onan & Sons, Minneapolis; New Holland Machine, New Holland, Pa.

Suppose you find that salesmen are not well selected or trained. That might lead to a "Yoon Yun" type of campaign. Possibilities for solving problems are tremendous, if you know what the problems are.

**The Product or Service:** Your analysis, both positive and negative, may uncover the fact that you don't have an understandable description of your product. I've known some company executives who were so cocksure everyone knew about their products... they didn't bother to describe them accurately. These executives never heard Kenneth McFarland's story of the 2,786,982 (?) people in the United States who have never seen an elephant. That figure (or something like it) represents the kids recently born and not yet old enough to be taken to a zoo or a circus. You are talking to a constantly changing parade... not a stationary audience.

I once was assigned the job of writing a campaign for a piece of office equipment. I talked to the president of the company. When I asked him what objections there were to his machine, he blew up. He claimed there weren't any objections. "Best machine," etc. I asked him if I could write a letter to all his salesmen, asking their advice. He okayed the idea, but grudgingly. I sent the salesmen a long questionnaire involving all the points on which they had difficulty making sales. The replies filled a large scrapbook with negative reactions, kicks and sales resistances. We found, for example, that the description of the machine was ambiguous... both prospects and salesmen were confused.

Some company policies had to be changed... but we were then able

to build a reasonably good direct mail campaign designed to overcome the overcome-able resistances.

Or... another glaring fault sometimes uncovered in this analysis is... inadequate instructions in package inserts (when you are selling a product needing assembling or manipulation). I've seen some "how to assemble" instructions which must have been completely confusing even to the fellow who wrote them. In other cases, I have seen instructions written in humorous vein with illustrations, which caused so much favorable comment that additional sales resulted by word of mouth recommendation. That is solving problems by the printed word.

**The Market:** This will be your hardest nut to crack. For in direct mail, this means an analysis of your list or lists; your method of maintaining. That subject makes a book in itself. You can get help on it from counselors in the list maintenance business. You can read reports, such as the Direct Mail Advertising Association's *Research Project on Lists* (available to non-members for \$5 per copy, from DMAA headquarters, 381 Fourth Ave., New York 16, N.Y.) or from *Reporter* booklet *Plain Jane of Direct Mail* (price 50¢).

This particular division of your analysis may show that you are using lists that are too large (possibilities of cost cutting), or you are not hitting the right groups at appropriate times. Needs constant studying to find answers to all the problems.

**The Method of Distributing and Selling:** There's a whole flock of possible problems to be discovered in this division.

Some of your findings may cause radical changes in company policies, such as what happened at Milwaukee Dustless Brush. You may find in the retail field, for example, that you are losing old customers too fast simply because you fail to keep in touch with them. The solution to that problem may be a simple letter campaign to inactive accounts. This technique has been successful for many retail stores. Trayton Davis, of Milwaukee, told *Reporter* readers the story of a letter to 35,000 "lost" customers of a Chicago store. 35% answered... 4,142 favorably and resumed purchasing.

So it pays to look for weak spots in your selling system. Solutions come fairly easy if you spotlight the problem.

**The Presentation of Sales Message:** Possibly a harder nut to crack



This ad, one of a continuing series, demonstrates our firm confidence in the basic principle **CONSISTENT PROMOTION IS TO SALES WHAT NOURISHMENT IS TO GROWTH!**

Are you more believer than practitioner? Then perhaps you need the stimulant of our creative planning of your direct advertising. As a veteran practitioner, who knows but that our outside, professional counsel might provide fresh ideas and techniques to your profit.

In either case it's easy to appraise what we've done for businesses large and small. Just phone or write TODAY for FREE portfolio of samples. We'll feed 'em promptly — you reap without obligation.

#### PHILIP J. WALLACH COMPANY

Direct Advertising • Sales Promotion

220 Fifth Ave., New York 1 • MU 9-6122

Member, DMAA • Associate, Int. Direct Mail Union

### If you BUY... or if you SUPPLY

SIGNS • DISPLAYS • SALES AIDS  
ART SERVICES • PHOTOGRAPHY  
TYPE • PRINTING • PAPER  
LITHOGRAPHY • VISUAL AIDS  
PREMIUMS • SPECIALTIES

you'll be interested in the  
**Second\***

## ADVERTISING ESSENTIALS SHOW

to be held  
**NOV. 16th, 17th & 18th, 1953**

Grand Ballroom and  
Adjacent Ballrooms atop  
Hotel Biltmore, New York

For full information about  
Exhibit Space or Tickets, write  
**ADVERTISING TRADES INSTITUTE, INC.**

THOMAS B. NOBLE, CHAIRMAN  
Suite A-510 270 Park Ave., N.Y.C.  
MUrray Hill 8-0091

\*Thousands of active buyers attended the first Advertising Essentials Show in June where more than 100 suppliers exhibited their products and services.

## SUBSCRIPTION FULFILLMENT

All operations necessary for prompt, accurate and economical service. Our experience covers more than 100 publications with a combined circulation exceeding 15,000,000!

## LIST MAINTENANCE

We are the trusted custodians for the mailing lists of leading retailers, manufacturers, wholesalers and mail-order companies, performing all operations needed for competent list upkeep.

## ADDRESSING

Swift completion of large and small assignments, by hand, typewriter or giant typewriter and from Addressograph, Speedamut or Elliot stencils.

## PRINTING

Quality work, produced economically on regular and triple-head Multigraph, Multilith or our own battery of high-speed offset presses.

## MAILING OPERATIONS

A complete lettershop handling all details under one roof, employing the latest automatic inserting machinery and every other possible money-saving method.

## SERVICE!

Fast and frequent pickups and deliveries with our own fleet of modern trucks. Just telephone JU. 6-3530 for immediate service.

## CIRCULATION ASSOCIATES

226 West 56th Street  
New York 19, New York

than the third division (lists and markets). There are hundreds of books on copy and appeals. We covered many phases of this subject in the two features, *How to Think About Direct Mail* (formulas for writing, etc.) and *How to Think About Showmanship in Direct Mail* (formulas for formats and designing).

But there are important points to watch in this analysis. For instance, a simple one: the letterhead. Does it truly reflect the character, the standing, the importance of the company? Is it a well-dressed representative to carry your communications? Is it adequate for the job you want it to do? Too many letterheads are antiquated. That should also include a study of envelopes, invoice forms, calling cards, etc.

What about competition? Do you know how your stuff stacks up alongside the mailing efforts of your competitors? (Not that you want to mimic them). How do you find out what your competitors are doing? (Aside from the uncertain procedure of trying to get your name on their mailing lists). The simplest procedure is: take more than casual interest in your own trade association... go to exhibits and conventions... read the reports. The good associations have changed the character of American Business. There are few real "secrets."

One of the best examples of an industry association letting everyone in the field know how sales promotion problems are solved by everyone else is the wonderful 300-page, 8½ x 11 inch manual issued by the Hotel Sales Management Association to celebrate its 25th anniversary. It was edited by Leonard Hicks, Jr. We believe copies are still available from Adrian Phillips, executive vice president of HSMA, 38 Boardwalk National Arcade, Atlantic City, N. J. The price is \$5 and worth many times the cost... even to people not connected with the hotel business. The manual is really a carefully indexed group of sales and promotional problems... with concrete examples of how they were solved. Largely by direct mail. Most of the good hotels of the country cooperated in the venture... and are to be congratulated for their broadmindedness in opening their case history records to competitors and collaborators.

Other industries are making progress along these lines. The Financial Public Relations Association, 231 South LaSalle St., Chicago 4, Illinois, have an idea clearing house through Preston Reed, Executive Vice President.

So do the truckers, through the

American Trucking Associations, Inc., 1424 Sixteenth St., N. W., Washington 6, D. C.

The members of the baby chick industry get plenty of ideas on what competitors are doing from their huge association... the International Baby Chick Association, 15 West Tenth St., Kansas City 6, Missouri.

The main point... in your fact analysis of this division five is that it will help you to know exactly what your competitors are doing. See that you are as good as (or better than) they are. Also... it is important to analyze whether your mail contacts are adequate to compete for favorable attention with the average material received by your particular "market."

Another point to watch in this division is the tone or "voice" of all company messages.

I was intrigued with the story of a ball of clay in a carefully guarded showcase in London's British Museum. Its origin... ancient and mysterious. The story was told by Kermit Rolland, of the Public Relations Department of the New York Life Insurance Company, at the last convention of the American Business Writing Association. The moral of the story is well worth reprinting here... even though there is not enough room for the entire talk. It concerns a problem affecting many businesses.

### Kermit Rolland Talking:

The ball of clay (in the British Museum) is a popular curiosity because it is one of the oldest man-made things on earth. Scholars say it was fashioned on the Island of Cyprus during the Bronze Age in the Mediterranean more than 4,000 years ago. But it is not its great age alone which makes the ball interesting. People come to look at it and scholars puzzle over it because there is something written on it.

What is written there — in strange signs impressed in the clay — is a message for us from one of the early civilizations of our earth. But what that message means we do not know. No one knows, for it is written in a language which is lost to us.

Because we cannot understand the language of the ancient people of Cyprus, our real knowledge about them is very limited. We have a superficial knowledge from a few scattered artifacts — enough to tell us that a great people built a great civilization in the Mediterranean 4,000 years ago. But the real significance of their age

lies, as it does with all peoples, in their written communications — such communications as the clay ball. We have no clue to its meaning. We cannot understand what is written there. And we today are the poorer for it because it is an important missing chapter in the story of all mankind.

How did they live in Cyprus? What was their religion? What of their philosophy? Their institutions? We will never really know because we cannot understand what they have tried to tell us. An age which does not — or cannot — communicate with the future is thus lost to mankind forever. The page is written but there is no one who can read it. In its own language, each age speaks to its future.

Similarly, we know that *within its own age* an institution endures and prospers because of its ability to communicate its message in terms which people will understand. Each age speaks its own language.

In our own age, an awareness which had its glimmerings half a century ago has culminated in the firm realization that to go forward in strength, American institutions, including business and industry, must improve their communication with those whom they wish to serve. As a result of this realization many of our institutions have examined their media of communication: the written word, the pictured word and the spoken word. And they have found a great weakness in one of them.

One important segment of American life, business and industry, discovered a major weakness in its written communications — most particularly in its correspondence, to a lesser extent in its reports and memoranda.

Surveys revealed that many people did not understand the things business and industry were trying to say in their letters. And because people did not understand, the attitude of many towards business and industry was one of suspicion, mistrust and downright anger. The life insurance business, for example, was one of those faced with this serious communications problem. One of the companies which recognized the problem was the New York Life. And the New York Life set out to try to do something about it.

A study of New York Life letters revealed that there were two basic reasons for their too-often unsatisfactory job of communication. Both were reasons of language, as you might well expect. The language of many New York Life letters was actually



**DO EXECUTIVE  
LETTERHEADS  
require good paper?**

**YES**

**Simply because the paper  
through its appearance and  
feel either contradicts or  
confirms the letterhead.**

For example, an executive letterhead which lists responsible officers, the age of the company and other prestige facts is more believable when printed on the finest rag content bond—less believable when printed on ordinary or poor paper.

After all, we judge a man not only by what he says, but by his voice and appearance as well. And so it is with letters. For this reason, discriminating executives and professional men use Neenah's finest rag content bond papers to match the purpose and quality of their letterheads.

To show you how the correct choice of paper can increase the effectiveness of your executive letterhead, Neenah offers you the complimentary portfolio, *The Psychology of Business Impression*, which has been read and approved by thousands of prominent executives.

**NEENAH PAPER COMPANY**  
Neenah, Wisconsin


Matching envelopes available in all grades of rag content bonds.

Please send me, without charge, *The Psychology of Business Impression, Letterhead Test Kit and Opinion Cards.*

SIGNATURE \_\_\_\_\_

Attach this coupon to your business letterhead and mail to:

NEENAH PAPER COMPANY, NEENAH, WISCONSIN R 4





a combination of two special languages. If we wished to give names to these two special languages, we might call one of them *insurancese* and the other *commercialese*. The combination of these two effectively nullified the company's most well-intentioned efforts at communication.

*Insurancese* and *commercialese*. In non-literary English there are, of course, many other special languages which are familiar to us. *Officialese* or governmental gobbledegook. *Legal-*

*ese, journelese*. And another which has come prominently to the fore in recent years: *sciencese*.

If you want to read the rest of an excellent talk... write to Kermit Roland at 51 Madison Ave., New York 10, N. Y. He probably has a copy. He might even lend you a copy of the manual describing the training program on letter writing for New York Life employees and executives.

The main point to analyze, howev-

er... is whether your company's messages are in a *language* which people, plain people, understand. Or whether they, like "The Clay Ball," contain messages very few (or no one) can comprehend.

You'll find many things to worry about if you make a full-scale investigation of this division five. Your routine letters may be causing havoc in your "public relations." Everybody in the organization should write good letters. But are they?

There are hundreds of books on the subject, and we could ramble on forever on this, the most difficult problem of most businesses. But we'll shorten it by including here the shortest and soundest advice on letters. It was written by Boyce Morgan, advertising counselor, 1025 Connecticut Ave., N. W., Washington 6, D. C., for an illustrated booklet issued by his client, The McArdle Printing Co., Inc., 24th & M Sts., N. W., Washington 7, D. C.

One of the clever cartoons has this caption: "Letters are like nails. They come in lots of lengths, but they all should be straight to the point."

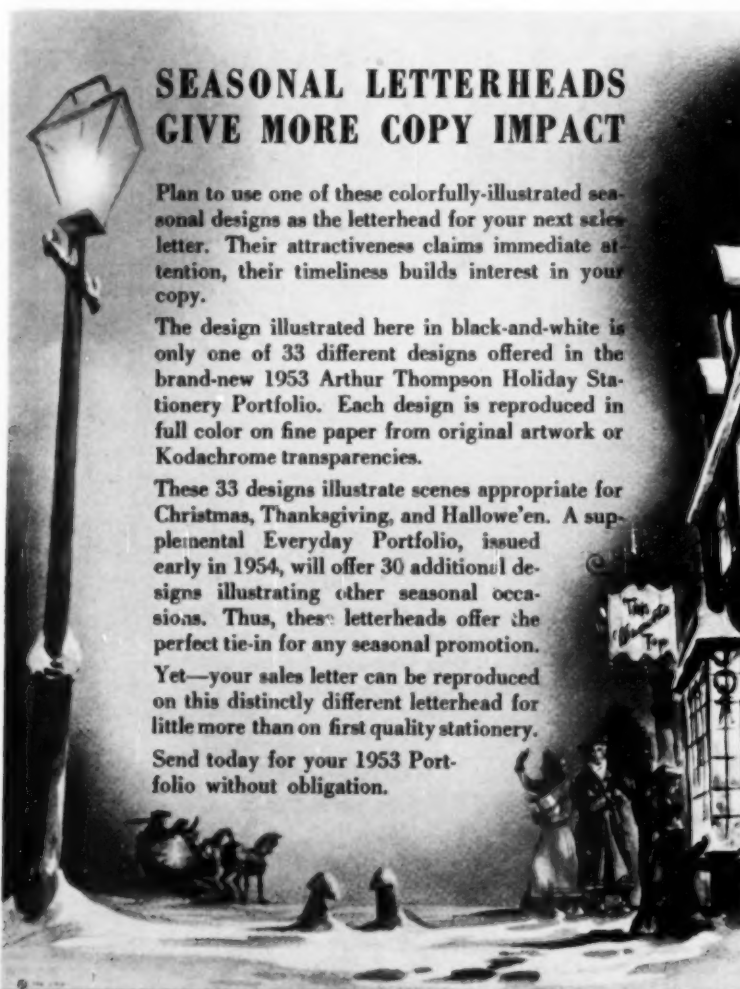
The copy (stretched through the 12-page booklet, *How to Write Good Business Letters*) reads:

Writing business letters is big business. It's estimated that over \$12 million is spent on this every working day — or about \$4 billion a year. Each dictated letter costs you anywhere from about 71¢ to several dollars, depending on the salaries of the writer and the stenographer. These figures cover the direct costs of getting out business letters. If they are good letters, they can be a tremendous business asset. If they are bad — the kind that sour a customer, lose an order, or give a bad or indifferent impression of you and your company — there's no way of estimating their cost.

Hundreds of companies spend thousands of dollars every year on public relations and advertising for just one purpose — to build prestige, good will, and public acceptance of their products or services. Yet many of them tear down these very things by doing a bad job on their routine business correspondence. So every letter that goes out of your office offers possibilities of doing a good job — or a bad one. It accomplishes the result you hope for — or it doesn't. It leaves a favorable impression — or an unfavorable one — or none at all, which is almost as bad.

Writing good letters isn't easy, but there are six rules which you can follow to help you write letters that do the job, as well as give a good impression of you and your company. Here they are:

1. *Know exactly what you want the letter to accomplish.* This means planning. Make notes in advance. Have previous correspondence and all other necessary information at hand, before you start dictating.



**SEASONAL LETTERHEADS  
GIVE MORE COPY IMPACT**

Plan to use one of these colorfully-illustrated seasonal designs as the letterhead for your next sales letter. Their attractiveness claims immediate attention, their timeliness builds interest in your copy.

The design illustrated here in black-and-white is only one of 33 different designs offered in the brand-new 1953 Arthur Thompson Holiday Stationery Portfolio. Each design is reproduced in full color on fine paper from original artwork or Kodachrome transparencies.

These 33 designs illustrate scenes appropriate for Christmas, Thanksgiving, and Hallowe'en. A supplemental Everyday Portfolio, issued early in 1954, will offer 30 additional designs illustrating other seasonal occasions. Thus, these letterheads offer the perfect tie-in for any seasonal promotion.

Yet—your sales letter can be reproduced on this distinctly different letterhead for little more than on first quality stationery.

Send today for your 1953 Portfolio without obligation.

**ARTHUR THOMPSON & CO. 109 MARKET PLACE  
BALTIMORE-2, MD.**

**NEW REMINGTON DUAL-RITE ELECTRIC  
GIVES YOU SHARP, REGULAR OR BOLD TYPING  
AT THE FLICK OF A SWITCH!**

Since electricity controls the impression, and each character prints on brand-new ribbon, Dual-Rite copy is as sharp, clean and uniform as machine-set type.

When special emphasis is desired, a flick of the switch produces bold, double weight typescript just like you are now reading. This in effect, gives you two typewriters in one. Two typefaces to double the effectiveness of your direct mail, letters, folders, brochures, price lists -- in fact all your low-cost "cold composition" jobs.

In addition, Dual-Rite is so efficient as an everyday typewriter that it pays for itself in a very short time. Its high-speed electric operation and automatic features increase production 10%...25%...even 50%. It turns out 15 clean, legible carbons, and reduces typist fatigue like magic.

Best of all, Dual-Rite can be operated by any typist. No special training or experience necessary. No high salaries. See a free demonstration in your office.

**this IDEA from Remington Rand ...  
puts new Punch in your typewriter composition**

That's Bold and Regular printwork you're looking at! Two type faces instead of one—produced on the new Remington Dual-Rite Electric Typewriter.

With Dual-Rite in the shop, you can double the weight of any word, sentence, paragraph. A flick of a switch does it.

Think how Dual-Rite will slash type charges—eliminate waiting for type corrections. Think how it will put more "sell" in your sales letter—a brand-new punch in all your

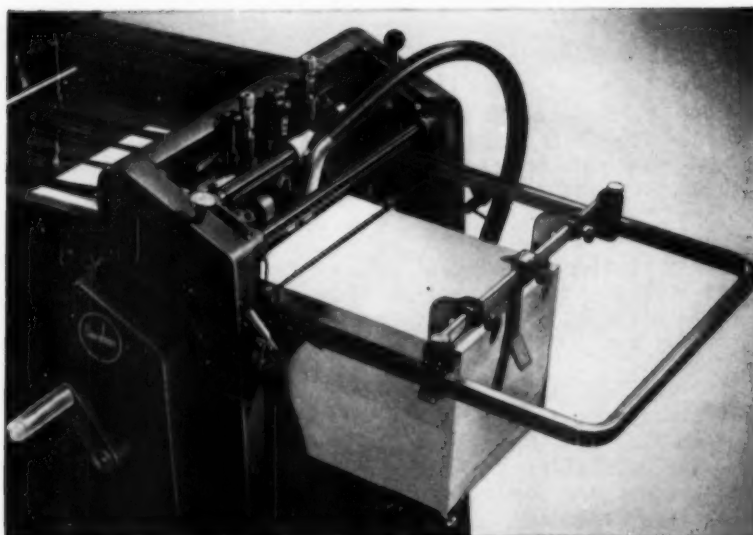
directories, direct mail, price lists, broadsides, etc.

Dual-Rite typing is but one of the many profit-building ideas your Remington Rand man can offer. He can show you other money-savers such as "ready-to-expose and run" *Pre-sensitized* Plastiplates for offset duplication, long-life Procel Stencils, Beautyrite Carbon paper, Nylex Ribbon and others. Call him today at your nearest Remington Rand Business Equipment Center. You'll find him listed in your phone book.

**Remington Rand**  
PROFIT-BUILDING **IDEAS** FOR BUSINESS



**SEE HOW DUAL-RITE GIVES YOU DOUBLE ACTION, TODAY!** For a free demonstration in your office or free literature, including samples of Dual-Rite type faces, write: Remington Rand, Room 1161, 315 Fourth Ave., New York 10, New York.



## Good Impressions Start Here

It's the automatic feeder on a Davidson Dual... and a mighty important part of the press it is. Nimble fingers lift the paper by suction... one sheet at a time... carrying it to the conveyor mechanism for automatic correct positioning before entering the press. It's almost human... but much more than human in accuracy and dependability. In fact, it can't make a mistake... won't permit more than one sheet at a time to reach the conveyor. If two or more sheets stick together they are automatically deflected into a tray below. With all its extreme precision, this feeder is simple, sturdy, has no delicate coils or solenoids, and seldom requires service. It's just one more reason why you're certain of better printing on a Davidson Dual... the kind that makes good impressions on your customers.

For 24 years the Davidson Feeder has had a reputation for the utmost in accuracy and dependability. These same qualities are matched throughout the entire press... in accurate register, quick starting, easy adjustment, full ink coverage, positive stripping and stacking, simple operation, high production speed, and low cost.

**If you do printing** you'll want Davidson quality results... fine halftone reproduction, sharp, crisp line work, excellent multi-color printing. And the Davidson Dual is the only press that prints by *either offset or relief*... reproducing from paper or metal offset plates, type, electrotypes, rubber plates and Linotype slugs... and does both dry offset printing and embossing in one operation. So, remember... whatever form of printing you want to use...

### Davidson has the answer.

Get the facts. An illustrated folder will give you all the interesting details about the Davidson Dual. Write for your copy today. There's no obligation.

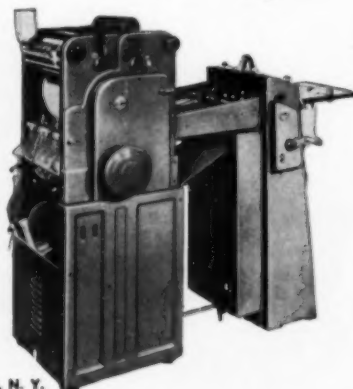


Davidson Sales and Service Agencies are located in more than 60 principal cities.

#### DAVIDSON CORPORATION

A Subsidiary of  
Mergenthaler Linotype Company  
Dept. 23, 39 Ryerson St., Brooklyn 5, N. Y.

**Davidson**  
The World's Most  
Versatile Press *Dual*



2. *Have the right mental attitude.* It should be appropriate to the purpose of the letter. For most business correspondence, you should be friendly, informal, courteous, businesslike, and sincere. Remember the "you" attitude. Try to think and write in terms of the recipient and his interests. Make every letter a "sales letter" for your company.

3. *Be clear.* Watch the complexity of your sentences. If a sentence runs more than a couple of lines, it's probably overloaded with unnecessary words or phrases, and hard to understand. Use short, simple, vigorous words.

4. *Be concise.* Don't waste words or wander. But that doesn't mean you have to be brief. Some letters must be long... but if you get to the point, stick to it, and stop when you are through, don't worry about the length.

5. *Be natural.* You can't write as you talk, but aim in that direction. Use good conversational English. Pay attention to good grammar, but don't be a slave to it. Avoid trite phrases, old-fashioned expressions used in 1890 correspondence.

6. *See that the letter as written is pleasing to the eye.* The typing should be clean and free of obvious erasures. Margins should be ample. And watch the length of your paragraphs... use three, four and five-line paragraphs, with an occasional longer one thrown in for variety.

\*\*\*

Once you have completed your analysis of this division five... you and your assistants will probably never find all the answers to the problems. But you can try.

**The media:** Here again, so far as direct mail is concerned, you can get help from *The Reporter* feature, *How to Think About Showmanship in Direct Mail*. All about formats and design. But you'll have to dig even deeper. If you are using other forms of advertising... how is the coordination between your space advertising and direct mail? There have been many articles on that subject. The importance of integration. Using same art work in space ads and direct mail pieces. Selling sales force, dealers, etc., by direct mail on the importance of your space advertising. Possibilities here for discovering weak spots are enormous.

**Objectives:** Not much we can add here to the chart itself. Even though it is claimed that all businesses are the same except for the details... your objectives are your own individual problem. In your analysis, you may discover that some of your objectives are worthless or impractical. You may need to take a new tack. But if your objectives are reasonably sound... you should, at this point, be able to make a visualized chain of your problems and possible solutions. Turn back to the Martin Perry chart... and you'll see what we mean.



# How would YOU spend One Billion Dollars?

**O**VER ONE BILLION DOLLARS were spent in direct advertising last year. That's a lot of money — second only to newspaper advertising.

But please be impressed by more than the money. Be impressed by the obvious need for the wisest counsel in spending the money that you invest in direct advertising and sales promotion material.

Direct advertising needs professional treatment for maximum results. Few companies can afford the experienced staff that would be necessary to do an adequate job. Most advertising agencies recognize the specialized nature of direct mail advertising to selected markets — that's why they recommend Dickie-Raymond to their own clients.

Dickie-Raymond's responsibilities in direct advertising appropriations of clients haven't hit the billion level — but they do run into millions. We plan and write sales letters and mail campaigns. We create and produce booklets, folders, and sales promotion material. Our whole business

is direct advertising — to sell and promote products and services to selective markets. We know the approaches and strategies that will produce sales leads at low cost. We help salesmen put up a more productive fight in competitive markets. We've given dealers attractive reasons for pushing certain lines. We've learned the secrets of getting high readership of direct advertising.

Knowing how to use direct advertising is a matter of experience and talent. In Dickie-Raymond you will find both. In 32 years this company has grown to be the largest of its kind — with a full staff of planning executives, writers, artists, and production experts to give you *group* thinking and *group* service. Cost? About what you'd pay a junior executive.

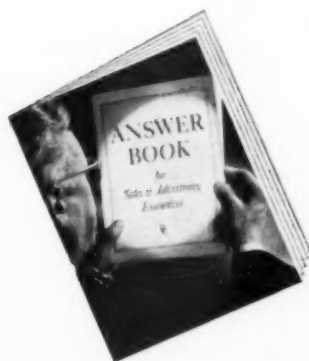
Sound good? Then let's do something about it. Dickie-Raymond offices in both New York and Boston make this service most convenient for firms within practical reach of these cities. Just write — or, if you prefer, telephone.

## --- Names that Count — Count on Dickie-Raymond ---

AETNA LIFE INSURANCE COMPANY  
AIR EXPRESS DIVISION, RAILWAY EXPRESS  
AGENCY  
AIR TRANSPORT ASSOCIATION OF AMERICA  
AMERICAN AIRLINES, INC.  
AUDOGRAPH — THE GRAY MANUFACTURING  
COMPANY  
THE INTERNATIONAL NICKEL COMPANY, INC.  
MONROE CALCULATING MACHINE COMPANY  
THE NATIONAL SHAWMUT BANK OF BOSTON  
NEW ENGLAND MUTUAL LIFE INSURANCE  
COMPANY  
PAN AMERICAN WORLD AIRWAYS

PANTEX MANUFACTURING  
CORPORATION  
PEPPERELL MANUFACTURING CO.  
PITNEY-BOWES, INC.  
PLYMOUTH CORDAGE COMPANY  
SHERATON CORPORATION  
OF AMERICA  
SYLVANIA ELECTRIC PRODUCTS INC.  
UNION HARDWARE COMPANY  
THE WALL STREET JOURNAL

This is a partial list of active accounts, in representative fields. We can give you the names of many more well-known companies we are now serving, and have served, upon request.



### THE "ANSWER BOOK" TELLS ALL!

If you would like to know more about the services of Dickie-Raymond — how we think, how we operate, how this service might benefit *your* business — send now for this booklet that tells the whole story. On your business letterhead, please.

## There's only ONE

# Dickie-Raymond

**SALES PROMOTION COUNSEL · DIRECT ADVERTISING**

521 Fifth Avenue, New York 17, MUrray Hill 7-3360 • 80 Broad Street, Boston 10, HAneock 6-3360

# My Mail Order Day

By Jared Abbeon

Business is pediculous! Don't rush for the dictionary boys — that just means "lousy." However, our accountant says we are making money, and who am I to argue with the accountant?

\* \* \*

Was talking to one of the better-known bulb, seed and shrub boys, and he tells me that they thought Spring was bad, but Summer was worse. He blames it on the wet Spring, business conditions generally and more particularly the number of get-rich-quick artists who have gone into the mail order field.

\* \* \*

On the happy side, however, I spoke to one of the "fair haired wonders" of the industry the other morning and he told me that their main trouble is the bank charges they are getting, due to the number of checks they deposit every day.

\* \* \*

Noted a new book full of letters on how to politely ask for money from accounts past due. I cannot see this routine. Our experience calls for hard follow-up on overdue accounts. If a man can't or won't pay his just debts on time, he is sure to stick us eventually, so we might just as well hurt his feelings, collect our money and get rid of him now.

\* \* \*

Test results are all in on a mailing of 100,000 pieces to 52 separate lists. Results: 1 list broke even; net loss over \$2,000. Oh well, better luck next time. Hand me the aspirin bottle Madam Secretary, and let's try another item.

\* \* \*

Under the heading of "Man Bites Dog" we hear that the Shopping Editors of several of the better-known shelter magazines are telephoning the "Little Gift Shoppe" type of operator asking for new items to publicize. It appears that they are trying to infuse a new crop of hopefuls with the mail order fever. Or maybe, to paraphrase an old Biblical saying, "The hand is the hand of Esau, but the voice is the voice of Jacob." If you substitute "Shopping Column Editor" for Esau, and the "Advertising Department" for Jacob, you have the proper reference.

While we are quoting Scripture, may I refer one of our country's leading letter-shops, who does the work for a number of these phoney charity outfits to—Proverbs XXIX - 24. (To save you the trouble of looking this up: "Whosoever divideth with a thief hateth his own soul.")

\* \* \*

There is a mail order house back East in New Jersey that has a standing offer of \$1,000 to any one who suggests a new item that proves a winner. They don't get to pay it out very often.

\* \* \*

Spoke to three of the boys (one of whom was a girl)—they run gift shops with mail order as a side line: Two are pulling out of the mail order game altogether due to miserable showings on their last catalogs; the third one just shakes his head and mumbles "I don't know."

\* \* \*

Something should be done about swindlers, of whom there appear to be more every day, who advertise in various small-town-type publications for women to make big money doing home addressing. One unhung illegitimate tells these women that they can make as high as \$50.00 for addressing 1,000 names . . . all they have to do is buy his course on how to do it. We nominate him, and his dozens of competitors, for "Crumb of the Year."

\* \* \*

And, as a final cheerful note in this month's happy little column, we give you the following mail order *unsuccess story*: She started in about a year ago with \$25,000 capital; brought out a fancy catalog with high-class merchandise; opened a nicely stocked retail division; had her fancy advertising agency place ads in all the best magazines, and now—one year later—she has \$500 cash left and is working as a stenographer to pay the bills. Or, as our barber says, "You're next . . . plenty of seats . . . no waiting!"

## SECTION III:

# A HOUSE

The Direct Mail fraternity is really . . . a house divided. And that division confuses many people. So in this particular study it is again necessary to emphasize the divisions which make objectives and problems in direct mail so different.

"Direct Mail" should be separated into two Divisions:

### DIVISION I: Mail Order Operators

Under this classification you will find:

(a) Publishers who sell subscriptions, or books, or services entirely by mail.

(b) Merchants, entrepreneurs (or whatever you call them) who sell entirely (or in part) by mail . . . gifts, household wares, food, gadgets, wearing apparel, luxuries and necessities. Many use space advertising to get original orders and inquiries. Then use the mail entirely for repeat business.

(c) Manufacturers who go after direct orders entirely by mail.

(d) The social service or charity groups should come in this "mail order" division because they are soliciting contributions entirely by mail. Alumni secretaries should be included here . . . for they use the mails entirely to collect membership dues or solicit contributions to "fund" campaigns.

### DIVISION II: Mail Contractors

This includes practically everyone else in business. Those who use direct mail for getting their products or services specified; for getting leads for salesmen; for distributing information; for building confidence; for bringing people into stores, banks or real estate offices . . . and all the rest of the "49 Ways" of the DMAA.

\* \* \*

It would be foolish in this study to attempt to give you a long listing of case histories of *solving problems* in division one . . . the mail order operators. The basic problems are the same; getting enough returns to pay for the mailings, plus the cost of products or services, plus a profit. These mail order folks have peculiar detail problems of their own. They seem to

# My Mail Order Day

(Continued from Preceding Page)

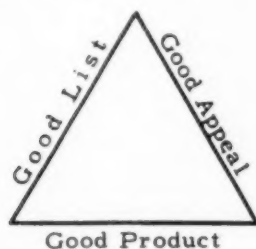
## DIVIDED

have developed a language of their own. In too many cases, the mail order operators have developed a sameness of technique, or it might be called "copy-cat-itis" which has hurt returns and led to many problems within the field as a whole.

In nearly every issue of *The Reporter* there are articles on solving mail order problems. If any students want to research, refer to back files for the series of interviews conducted by Lewis Kleid with leading mail order operators. His question-and-answer technique reveals problems of details and how they were solved. Refer, too, to the digest by Bernard Mazel in August 1953 *Reporter* on how copy problems in mail order can be solved. Watch the monthly column by an anonymous contributor on "My Mail Order Day." (We are giving you two installments in this issue since the August copy was squeezed out by the report on Industrial Direct Mail).

In other words . . . most of the people in the so-called mail order field have similar problems differing only in details. Many are professionals who don't need (from this study) any listing of problems.

Theirs is the continuing problem of the equilateral triangle (made popular by Carl Hillman, formerly of *The Saturday Evening Post*).



Each of the mail order operators (whether publisher, merchant, social worker or manufacturer) must have (in addition to "a good reputation"):

- (a) A good product or service
- (b) A good appeal
- (c) A good list

If anything is wrong with either side of the equilateral triangle, the effort fails. You can't sell baby car-

It is of utmost importance in running any business, and particularly a mail order business, to have a thorough and accurate accounting at frequent intervals; our C.P.A. comes in once a week. Otherwise you can be terribly misled by a large volume, without profits, or low volume combined with low overhead, showing a substantial profit.

I knew a man a number of years back who made chair seats and had misfigured his costs so that he was actually losing 5¢ per chair. Not much, but when some of the large catalog houses and variety stores started to feature his items he dropped \$50,000 and went through the bankruptcy wringer before he knew what hit him.

\* \* \* \* \*

One big factor in favor of direct mail selling and prospecting for leads by direct mail for your house salesmen, particularly on big ticket items, is the number of local dealers who have become prostitutes to their customers. It was bad enough when a local dealer was just an order taker for heavily advertised items, but today more and more local dealers have constituted themselves junior discount houses.

We do not have many local dealers and we are discouraging new ones — typical example: We got an inquiry on about \$1,000.00 worth of merchandise from a United States Government Installation, and we quoted our regular retail price for same. About a week later we got an inquiry from a plumber in the vicinity asking to be set up as a local representative. We gave him his regular dealer's discount and the next thing we knew we got an order from him to ship to the Government Facility and to bill him. This would be all right with us, as an occasional gravy job is good for dealer morale, but a spot check by one of our officers reveals that the dealer passed along about 90% of his discount to the Army Post (which he could have sold at full price with a small courtesy discount), and furthermore we have never heard from him about any additional equipment for anybody in his territory. So we say local dealers be hanged — we are going to sell direct through the mail. What business we lose through personal contact will be more than made up on the difference in discounts.

\* \* \* \* \*

Suggest you drop a post card to RED BOOK MAGAZINE, Tops in Shops, and ask for their quiz "HOW GOOD A MAIL ORDER EXPERT ARE YOU?" This is a very neat, die-cut piece, showing different items, and you are supposed to guess which item pulled the most and when you lift up the picture of the item you find out how much it actually did pull. Nobody in our office seems to be an "expert," including Yours Truly, as we all guessed almost every item wrong.

\* \* \* \* \*

Got a beautiful letter from D. L. Nicholas of Stamats Publishing Co. complimenting me on my publicity releases. This made me think that if a hardened, old letterwriter like myself can get such a big kick out of a pat on the back that it would certainly pay to send an occasional letter to somebody who has done a good job complimenting them.

\* \* \* \* \*

In conclusion this month let me say that I appear to finally have found the man who seems to have the answer to constantly rising costs in the mail order business. This fellow has no overhead, as he operates from his home part-time, working nights and week-ends. Secondly, his regular job is a craftsman in a printing shop and the boss lets him run the presses after hours on his own stuff, without charge. Then, confidentially, the stock for his printing he steals, or shall we say "obtains" a little at a time from customers' over-runs. He uses stock cuts that are in the house and borrows some of his plates. His wife is an ex-stenographer and does the addressing and correspondence. All his items are from houses that drop-ship for him. His only cash outlay is for stamps. He is not making any money yet, but I do not see how he can lose very much. If I can obtain the information I will let you know how he is making out in some future column.



**ROSKAM Advertising****MAIL ORDER  
DIRECT MAIL****MAILING LISTS**

**FORTY-ONE top producing lists for direct mail advertisers. Available for one-time rentals at reasonable prices. Check them over and ask us for FREE DETAILS. Ask about our mail services, too!**

110,000	Women Who Make Ties at Home.	<input type="checkbox"/>
12,000	Buyers of Crochet Instructions.	<input type="checkbox"/>
50,000	Textile Stencil Buyers (Mail).	<input type="checkbox"/>
2,000,000	New baby Families (compiled).	<input type="checkbox"/>
300,000	Baby Portrait Buyers (Mail).	<input type="checkbox"/>
200,000	Hand Knitting Yarn Buyers.	<input type="checkbox"/>
115,000	Birth Announcement Buyers.	<input type="checkbox"/>
1,350,000	Seed & Bulb Buyers by Mail.	<input type="checkbox"/>
150,000	Buyers of Buttons by Mail.	<input type="checkbox"/>
100,000	Upper Income Drapery Buyers.	<input type="checkbox"/>
50,000	Corn Remover Buyers (Medical).	<input type="checkbox"/>
400,000	Child Magazine Subs & Expires.	<input type="checkbox"/>
240,000	Maternity Wear Catalog Inquiries.	<input type="checkbox"/>
62,000	Hobby Opportunity Seekers.	<input type="checkbox"/>
400,000	Contributors to Elks of Georgia.	<input type="checkbox"/>
100,000	Hosiery Buyers by Mail.	<input type="checkbox"/>
10,000	Plastic Rainsuit Buyers (Mail).	<input type="checkbox"/>
62,000	Metaphysical Book Buyers.	<input type="checkbox"/>
43,000	Industrial Brush Buyers.	<input type="checkbox"/>
180,000	Retirement Book Buyers.	<input type="checkbox"/>
200,000	Toys by Mail (Buyers).	<input type="checkbox"/>
255,000	Men's Jewelry, etc. (Buyers).	<input type="checkbox"/>
1,670,000	Hunting and Fishing Enthusiasts.	<input type="checkbox"/>
50,000	Airline Stewardess Students.	<input type="checkbox"/>
3,270,000	Men & Women, 60 to 85 Yrs.	<input type="checkbox"/>
200,000	Old Age Insurance Buyers.	<input type="checkbox"/>
187,000	Accident & Health Insurance.	<input type="checkbox"/>
400,000	Needlework Supply Buyers.	<input type="checkbox"/>
3,000,000	Nursery Plant Buyers by Mail.	<input type="checkbox"/>
122,000	Children's Gift Item Buyers.	<input type="checkbox"/>
268,000	Buyers of Rose Plants by Mail.	<input type="checkbox"/>
95,000	Wall Paper Buyers by Mail.	<input type="checkbox"/>
350,000	Hobby Magazine Sub. Expires.	<input type="checkbox"/>
123,000	Reducing Diet Plan Customers.	<input type="checkbox"/>
1,000,000	Lawn Products Buyers.	<input type="checkbox"/>
58,500	Farm Seed Product Buyers.	<input type="checkbox"/>
20,000	Service Personnel Insurance.	<input type="checkbox"/>
250,000	Watches & Silverware by Mail.	<input type="checkbox"/>
1,500,000	Needlework Magazine Subs.	<input type="checkbox"/>
50,000	Ribbon and Lace Buyers.	<input type="checkbox"/>
900,000	White King Soap Premium List.	<input type="checkbox"/>

**An inquiry does not obligate you in any way. Find out how easy these lists can be made available for your direct mail advertising.**

**We'll be in Detroit for DMAA**

**ROSKAM Advertising**  
HARRISON 6469-1430 GRAND, K. C. 6, MO.

riages to a list of bachelors no matter how good the copy may be. And no matter how good the list, an unknown, unproved individual can't sell by mail successfully an inferior or unneeded article.

Even though the techniques in "mail order" have become fairly standardized we think a lot of professionals could profit by a more thorough (1) fact analysis, and (2) analysis of resistances suggested on page 20. Maybe the people in the mail order field are too smug. Too satisfied.

We can give you one case history which may point the way to some changes in mail order techniques. We'll brief it here because it should be covered as a long feature in a future regular monthly issue of *The Reporter*. It is one of the best problem-solving stories we've heard in a long time.

A fellow by the name of Albert Sloan was a printing salesman for a big firm of color lithographers. He more or less accidentally drifted into servicing the accounts of manufacturers in the Midwest area whose products were sold in retail stores. Gradually, some of these manufacturers started appealing to Sloan for suggestions on how to do a better merchandising job. Ideas for new printed promotions. Sloan became more interested. Studied the problem at retail levels. There was the bottleneck. He started suggesting to the manufacturers ways in which the retailer could do a better selling job with the goods they bought. Showed them how. Some of the ideas clicked. Then Sloan decided to stop being a printing salesman.

He organized the firm of Albert E. Sloan, Inc., now located at 620 North Michigan Ave., Chicago 11, Ill. He tied up with Joseph N. Kallick, formerly a merchandise manager with Spiegels, who became vice president of this new organization — "Sellers of Merchandise Through Promotion." The development makes a fabulous story and some of the results may alarm some of the established mail order operators who think they know all the answers.

The setup is slightly complicated... but we'll try to brief it simply.

Albert Sloan and Joe Kallick have about twenty-three star salesmen. Stars in merchandising and direct mail. Sloan signs up with a manufacturer to take over the sales of a particular product or line of goods. His company takes over the preparation of all printed promotion. The Sloan salesman personally introduce the line to the retail store (by-passing manufacturers' salesmen or wholesalers). But the retailer, if he accepts the line, is shown

how to sell the merchandise. In other words... he is given a "nearly guaranteed" mail order campaign which he can purchase at reasonable cost and mail to his own customer list.

The Sloan experts even help the retailer to set up the mail order department; show him how to analyze the customer list; how to set up store display; how to profit by extra store traffic developed as a result of mail appeals; and last but not least... they show the retailer how to set up a credit or partial payment plan (because many of the mail order campaigns are wrapped around credit or free inspection plans).

The retailer is supplied with just about perfect mail order copy for letters to go out on his letterheads; with four color descriptive circular enclosures; with order forms. We've seen quite a lot of the copy, running through china, silverware, bedspreads and household appliances, etc. The copy is different from the usual mail order high-pressure formula. Letters are intimate between merchant and customers.

We've also seen some of the records of returns... but at present cannot reveal them. Some return records, in terms of sales cost per unit sold, would make the average mail order operator blush.

The stores now operating under this system are enthusiastic. They no longer buy goods to stock on shelves and hope for the best. The merchandise moves because it is pushed.

The Sloan technique is a perfect example of the equilateral triangle. Only the best products are handled. Behind those products are the reputation and reliability of the local merchant. The list is perfect because all names on it know the merchant. The appeal is perfect because it is created by men who are experts in knowing what people want and how they want it explained.

Sloan solved a lot of problems with direct mail. He got out of the business of peddling printing orders but he is probably selling more "printing" today than ever before in his life:—the four-color enclosures for the retailers' letters. The program has solved the manufacturers' problems of distribution... and the idea has resulted in teaching many retailers how to use mail order dramatically and successfully.

Incidentally, many of the Sloan-type retailers' letters violate most of the techniques held sacred by the formula promoters. No trick headings; no indented paragraphs; no second color fist pounding; no deceptive offers like — "You will receive within a few days absolutely free of charge," etc. etc.

Maybe many other mail order problems can be solved by more thinking; by daring to be different. Certainly . . . it takes experimenting and hard work. But who knows? We know of one charity organization which will shortly test an appeal violating most of the accepted formulas. Eliminating the usual long, dreary letter . . . substituting instead an ultra short, thank-you-type message. We know of one mail order operator advertising a certain product on a post card. The direct orders do not quite pay for the mailing. But a few inconspicuous lines at bottom of card describe a different higher priced product. The inquiries developed from those few lines, followed up by good selling literature, bring in more than enough orders to pay for the combined operation. Another test being made by a publisher alarmed at shrinking returns from subscription mailings involves offering an actually free premium (relative to business) without any strings. Then using follow-ups to premium recipients to develop real orders. Tests so far are working out fairly well. The idea being that the public (mail-receiving public) is fed up on high-pressure premium offers tied in with a purchase or with special "reduced rates."

I've been interested in the direct mail work of college alumni secretaries ever since I talked at their national convention in Swampscott, Massachusetts, back in 1939. I told the group then that they were really *mail order operators* but didn't realize it. They had not analyzed their *problems* in terms of mail order solution. Their mailed material was more than "corny." I suggested that they go back home and seriously study direct mail.

It's been interesting to watch the improvement since 1939. Have attended several subsequent conventions and inspected the campaigns. There are many more smart mail order operators today. Just recently had a chance to inspect the top award winning campaign at the 1953 Washington convention. Willard King won top billing for his membership drive for Northwestern University Alumni Association, 1815 Orrington Ave., Evanston, Ill. A three-piece (mailed monthly) drive of humorous circulars, with perforated invoices attached, followed by automatically typed letters to delinquents brought a 15% increase in membership. Well done . . . with all details of design of letterheads, envelopes, etc., coordinated.

There are plenty of others in the alumni and trade association fields doing similarly good work. They are

# 100,000

## CALIFORNIA WEALTH NAMES

(Mail-Ad Co. "Snob Appeal" List)

- ★ Members Prominent California Country Clubs
- ★ Members California Philanthropic Organizations (i.e. Assistance Leagues, Children's Hospitals, Auxiliaries, etc.)
- ★ 20,000 1952-53 Cadillac & Chrysler "8" owners
- ★ California Wealth Area Residents living in \$50,000 & above value homes

Above groups on 3x5 cards arranged alphabetically for the State of California with all duplications removed. We can select either Northern or Southern California. Guarantee 100% — Postage Refund 5¢ each return. (We are cleaning list monthly). \$16.50 M one time rental addressed your envelopes.

## MAIL-AD CO.

469 So. Robertson Blvd.  
Beverly Hills, California



### IN DIRECT MAIL EVERYTHING ADDS UP!

Your typewriter + your typist  
+ CARBO-SNAP =

The better way to address  
your mailing pieces.

CARBO-SNAP is the plus that you'll want to consider. Use CARBO-SNAP and you'll be able to address twice as fast . . . with less expense . . . no additional equipment . . . no expensive operators.

And, with one typing you'll be ready for as many as six mailings to each name on your list.

You'll see. Just ask for **FREE** samples, and the complete story.

**PENNY LABEL COMPANY**  
9-13 MURRAY STREET  
NEW YORK 7, N. Y.

### better production brings better results

There's a best way to produce direct mail . . .

MASA members study the best, most effective, ways of production; support research and fact finding; share knowledge of improved methods. Their object is better results for you. When you try to "save" money with "cheap" production you tamper with results. To check the effectiveness of your production source . . . Always say, "Are you MASA?"

YOUR BEST SOURCE for: Creative direct mail campaigns, multigraphing, mimeographing, offset and letterpress printing, bindery, mailing service, mailing lists, etc. Information about postal regulations and better direct mail results.

For names of MASA members nearest you, write

**Mail Advertising  
Service Association**  
18652 Fairfield Avenue  
Detroit 21, Michigan

# Establish National Cash MAIL ORDER BUSINESS

Increase your sales. Move merchandise. Reach your best markets effectively. Obtain direct-to-consumer customers, mail orders, agents, inquiries, leads. Sell your product nationally, regionally through pulling ads in newspapers, magazines, trade papers. We show you how. Appoint us to plan, prepare and place your publication advertising advantageously. Let us help you make your advertising dollars go further, eliminate ad waste, solve your selling problems, expand your business economically. Give your advertising the benefit of our 30 years knowledge. Put our creative ability and tested methods to work for you. Get powerful ad copy, expert media selection, sound advice, striking layouts, low cost artwork and ad production. Our motto: "Your success is our success." Our specialty is helping large, medium and small direct selling mail order concerns grow. Established 1923. Fully recognized. Many successes. You pay no more for publication space placed through us, as we charge publishers' rates all publications. Write in detail, call in person or phone. Consult

## MARTIN Advertising AGENCY

Direct Selling Mail Order Ad Specialists  
15 E. 40th St., Dept. 15, New York LE 2-4751

## Prospect Lists

### SPECIAL

- ☐ 400,000 Small Businessmen  
New compilation of owners, partners, or top executives of small business (YOUR CHOICE AS TO HOME OR BUSINESS ADDRESS) ..... \$15.00 per M
- ☐ 160,000 Mail Buying Parents  
Parents who have bought by mail, \$6.00 baby chairs ..... \$16.30 per M

### FARM

- ☐ 160,000 Wealthy farmers, ranchers and Plantation Owners  
Estimated annual income over \$10,000 ..... \$15.00 per M

### AUTOMOTIVE

(All lists on stencils)

- ☐ 45,000 New Car Dealers  
..... \$15.50 per M
- ☐ 28,000 Truck Dealers  
..... \$17.30 per M
- ☐ 48,000 Car and Truck Dealers  
Combined non-duplicated selection of the above two lists ..... \$14.50 per M
- ☐ 72,000 Independent Repair Shops  
..... \$14.50 per M
- ☐ 9,000 Automotive Wholesalers  
..... \$15.50 per M
- ☐ 39,000 Fleet Owners  
Companies operating ten or more trucks or buses. .... \$23.50 per M
- ☐ 120,000 General Automotive Establishments  
Including dealers, repair shops, body shops, super service stations, bump shops, etc. .... \$11.75 per M

## Advertising Letter Service

2930 E. Jefferson Avenue  
Detroit 7, Michigan

solving their own peculiar problems by using mail order tactics adapted to their own "different" requirements.

\* \* \*

Yes . . . the mail order field has many problems. Some are rather acute and stem from carelessness in not setting up a strong enough organization to fight against abuses which hurt all the legitimate or ethical users of mail order.

For instance, many of the product-selling mail order people have turned to the shopping sections of magazines and newspapers to develop first sales or inquiries from space ads. It is estimated that about 125 magazines now have those "Shopping by Mail" sections. Many of them run free plugs for their advertisers. And there has also been a rash of new shopping magazines which are nothing more than plugs for "free advertisers" who pay only engraving costs. Lately, returns have been slipping badly on these mail order advertisements. We discussed the situation with a number of advertisers. Whitt Schultz of Northmore's, Highland Park, Illinois, seemed to hit the nail on the head . . . so we asked him to put his ideas in writing. Here they are:

### Whitt Schultz Talking:

"Send your ads for the September, October, November and December issues now and we'll give you a free, editorial plug in each of these months . . ."

I received that bribe in a letter the other day.

(I'll withhold the name of the mail order shopping manager who sent it. He might lose his job if his name was revealed).

It's editorial-plug-bribes like this one which are seriously softening the editorial impact many media once carried, in my opinion.

I believe this is one of the chief causes for the drastic drop in mail order sales, my investigation of the problem shows.

I believe editorial integrity is being blasted to the winds because advertisers are clouting editors into featuring products which, in many cases, do not interest readers.

A good advertising medium is not edited for the advertiser.

The less the advertiser dictates a medium's editorial policy, the better that media is for the advertiser.

And I'll bet my life on that fact.

Our experience, after placing thousands of space dollars in mail order tested media, proves conclusively that the higher the editorial standards, the better our ads pull in those media whose editors sincerely believe their No. 1 job is to honestly serve their readers first and foremost.

A shopping editor, who still holds desperately to his integrity — and his book still brings profits! — showed me a letter he received the other day.

Here, in substance, is what that letter from a mail-order-advertiser-who-should-have-known-better said:

"I want this ad inserted in your — issue, provided, of course, you first feature our — in your issue of —!"

This editor was so angry when he received this letter that he immediately called the advertiser long distance.

He told the advertiser his ads were not acceptable. He also gave the advertiser a powerful tongue-lashing, summarized in this brief, polished-up sentence:

"A good advertising medium is not edited for the advertisers!"

Too many of my colleagues demand editorial space for every ad they place.

Editors, too often warned by ad managers that their shopping sections must produce revenue or the department will be dropped, too frequently comply with the advertisers' requests for free space.

Result?

Ad and editorial returns drop . . . and, alarmingly, continue to do so.

And now some of these same colleagues are grumbling about the poor results they're getting from the shopping sections, many of whose editors bent over backwards to help their mail order firms get a strong start in the field.

Now, am I proposing the abolishment of mail order editorial departments?

Absolutely not!

Frankly, editorial support has meant a great deal to our firm, Northmore's — but we've never told an editor what to feature, and when to feature it.

That's been his job.

He's the boss.

We'll advertise regardless whether we get editorials or not — if the media pulls.

Now, here's what I'm advocating:

All of us advertisers should take a new and thorough look at the important role we play in the building of powerful mail order media.

A book must have great editorial integrity if it's to be read; respected; and positively reacted to by its readers — our potential customers who, bless 'em, like to shop by mail.



Publicity-packed media lose reader respect.

And when they do, mail order returns drop — drastically!

We need, you'll agree, powerful publications that effectively and respectfully enter American homes to carry our sales messages.

It's up to us advertisers to help the editors make their columns helpful first and always to the reader.

The editors of the publications you've found best are highly capable, I'm convinced, of doing their jobs well . . . provided advertisers and ad managers don't clout them into submission, ordering them to feature any and all items submitted by a heavy advertiser, who, much too frequently, cracks the editorial whip.

I say help the editors regain their editorial integrity and you'll see mail sales jump! . . . ”

*Esquire* magazine seems to have solved the "puff problem" in a sensible way. Mail Order advertisers in the "Talking Shop With *Esquire*" section are told frankly that their space insertions throughout the year entitle them to free space in the *Esquire* Christmas Mail Order Catalog (in proportion to amount of space used throughout the year). There's a brochure available, outlining the policy, from Norman L. Aronson, manager of "Talking Shop With *Esquire*" advertising department of *Esquire*, 488 Madison Avenue, New York.

Other "situations" affect mail order returns . . . and that's what we mean when we recommend *analyzing resistances*.

For example . . . returns from charity appeals by mail have been hurt in recent years by the rash of phony charities. Frightening disclosures in the newspapers have made the usually soft-hearted public wary. Should indicate (from resistance analysis) a pressing need to emphasize and prove the *reliability* of every appeal. Should indicate, also, the need for strong organization to drive out the phonies by either publicity or by seeking stricter control. Also plaguing the mail order charity field are the senders of unordered merchandise tied in with sob sister appeals. This could really be licked by legislation if enough effort was put into a drive for correction of abuses.

In the mail order product and service fields, there are tremendous obstacles from other sources. The shady operators. The Post Office does a good job of stamping out the actual crooks . . . but some schemers are just within the legal hairline. They possibly can't



**✓ SPEED UP  
YOUR NEXT MAILING WITH  
SPEEDI-SEAL  
CATALOG ENVELOPES**

You can seal them "quick as a wink" without moisture!

Just press the two gum strips together and presto—it's sealed.

**Save Time and Money**

Let an ENVELOPE SPECIALIST show you HOW . . .

*SPEEDI-SEAL* is available in a wide variety of sizes and styles.

Send for details and samples.



## CURTIS 1000 INC.

Plants at  
 380 Capital Ave.    1000 University Ave.    2630 Payne Ave.    355 Marietta St., N.W.    3206 Polk Ave.  
 HARTFORD, CONN.    ST. PAUL, MINN.    CLEVELAND, O.    ATLANTA, GA.    HOUSTON, TEX.

Sales Offices in Principal Cities

## PENCILPRINT

MEMO FROM EDWARD

*The message you write on a pencil memo will be read.*

E.W.

**PENCILPRINT** looks like actual Pencil. Has many applications for your Direct Mail. Ask for samples.

**Century Letter Co., Inc.**  
 48 East 21st Street    New York 10, N. Y.

Use this gold mine of information!

**10,000 MANUFACTURERS**  
**35,000 OFFICERS & KEY PERSONNEL**  
**7,000 PRODUCTS CLASSIFIED**

in the  
**ENCYCLOPEDIA OF  
 NEW YORK CITY  
 MANUFACTURERS**

**Listings include:**

5637 Presidents	3268 Purch. Agts.
3876 Vice-Pres.	1526 Advertising Mgrs.
3916 Secretaries	2204 Plant Supts.
3622 Treasurers	2653 Sales Mgrs.
3280 Partners	906 Traffic Mgrs.
2346 Owners	1579 Personnel Mgrs.

All listings carry products manufactured, or services; address including zone; phone number. 7,539 give capitalization, 9,426 give size of plant; 8,564 give number of employees. 772 pages, including up-to-date data about New York.

\$30.00 per copy plus 3% city sales tax for delivery in N. Y. C. Phone or write, Greater New York Industrial Directory, Inc., Dept. M, 401 Broadway, New York 13, N. Y. Canal 6-7679.

be prosecuted . . . but they tend to weaken respect for all mail appeals.

There has been so much publicity in general magazines about successful mail order operations . . . that many poor people are good bait for promoters who offer to "set them up" in the "fabulous mail order business." Some promoters offer to teach women how to make big money at home addressing envelopes. Most of the offers are phony although it is true that some women close to large metropolitan centers have been able to add to their income by typing at home. They do not need *teaching*.

A string of promoters (seemingly connected from coast to coast) are offering twenty-five dollar "franchises" to go into "the fabulous direct mail business" on a *shoestring*. The poor sucker who buys the franchise discovers that he is entitled to sell the same franchise to other suckers for twenty-five dollars. (A chain scheme which is illegal). Or the franchise owner can promote a cut flower preservative (easily obtainable at any florist) by using circulars prepared and sold by the franchise seller. He soon discovers that he cannot get enough orders to pay for the circulars, stamps, mailing lists, etc. Which is why the franchise promoter didn't sell the stuff himself and keep all the profits.

Such schemes are sweeping the country . . . and they are definitely hurting direct mail (or mail order). We bring it up here again just to em-

phasize that in analyzing mail order problems you must consider these fringe cases as obstacles to be overcome. It's becoming more and more important for legitimate users to emphasize, re-emphasize and prove *reliability*; and to steer clear of all misleading, insincere or untruthful appeals. Perhaps the Direct Mail Advertising Association will eventually improve the situation with a Code of Ethics which can be thrown in the face of all who do not comply with the rules of honest business.

Sorry to leave this division on a sour note. But the situation is a fact. No use hiding it.

If any friends of yours should come for advice on how to get in "the mail order business" . . . warn them that much they have heard is probably not true. There is no such thing as *the mail order business*. Mail order is a way of *doing business*. You sell magazines, books, services, foods, clothes, gifts, or factory brushes by mail, but you are not in the mail order business. You are a publisher, a merchant, a retailer, a manufacturer of whatever it is you are trying to sell.

There are hundreds of successful users of the mail order method of doing business . . . but most of them got success the hard way. Not on shoestrings or by trying to solve impossible problems.

The top-bracket, professional mail order operators come closest in comparable training and ability to the offi-

cers and men on the submarine. On the way to success they had to learn every nut, bolt, lever, switch, hatch, pump or what-not. Which in mail order lingo would be planning and timing, supplies, lists, copy, printing processes, mailing operations, postage, result analysis, etc.

Mail order is, in almost all cases, the *answer to a problem* (as it was in the Sloan case history). It is never wise to consider mail order as the problem itself. That is, by saying — "I want to get into mail order. How do I do it?"

That's putting the cart before the horse. If mail order is the answer to a specific problem, then you find out how to handle the details by study, by experience, by the analysis suggested on pages 19 to 22 or by employing competent counselors.

Supplementary Note: We are often asked if there is any estimate revealing how much of the annual volume of direct mail consists of "mail order." A hard nut to crack. No way to get completely reliable figures although the DMAA comes pretty close to estimating the total dollar volume for all direct mail (now over a billion dollars a year).

But the Post Office estimates that it carried during 1952 fiscal year (ending June 30, 1953) a total of 11.6 billion pieces of third class mail. Ninety percent of this (according to experts) consists of *advertising mail*, or about 10.4 billion pieces.

This reporter has asked a number of experts to *guess* the percentage devoted exclusively to mail order (the four groups listed at start of this section). The guesses ran from 20% to 25%. We'd say that 25% is a fair figure. Therefore from 2½ to 3 billion a year.

## HOW SEAL-O-MATIC CUT COSTS \$352,000

### 81% MAN HOURS SAVED

One of biggest mailings ever undertaken. 63,000,000 24-page booklets, 8½"x11".\*

Actual cost savings were reported in excess of \$352,000.00. Traditionally an envelope mailing, it would have taken more than 125,000 man-hours — just to process for mailing.

Ten SOM's, working two shifts, finished the job in 60 days . . . an actual saving of 81% in total man hours!

This phenomenal performance by SOM gave still another saving — in time and shipping costs. Formerly shipped out to various district offices for a decentralized

mailing, several thousand clerical workers were forced to interrupt their regular office duties to move these mailings with the minimum loss of time.

Having the entire job completed so rapidly made it possible for 135 men to complete the job easily and rapidly — at one centralized office. In terms of efficiency and time gained at these district offices, the effect of SOM on this job was astronomical.

\*Name of mailer in our files.

### SEAL-O-MATIC

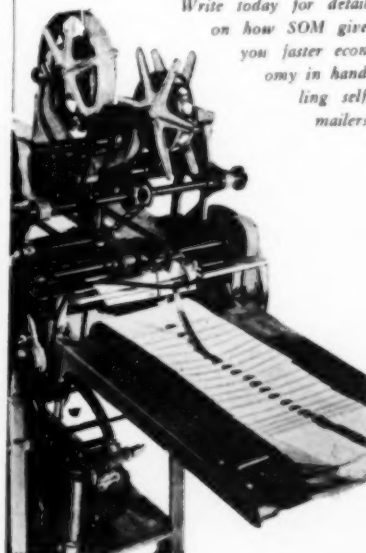
Machine Mfg. Co., Inc.  
401-J Chestnut Street,  
So. Hackensack, N. J.

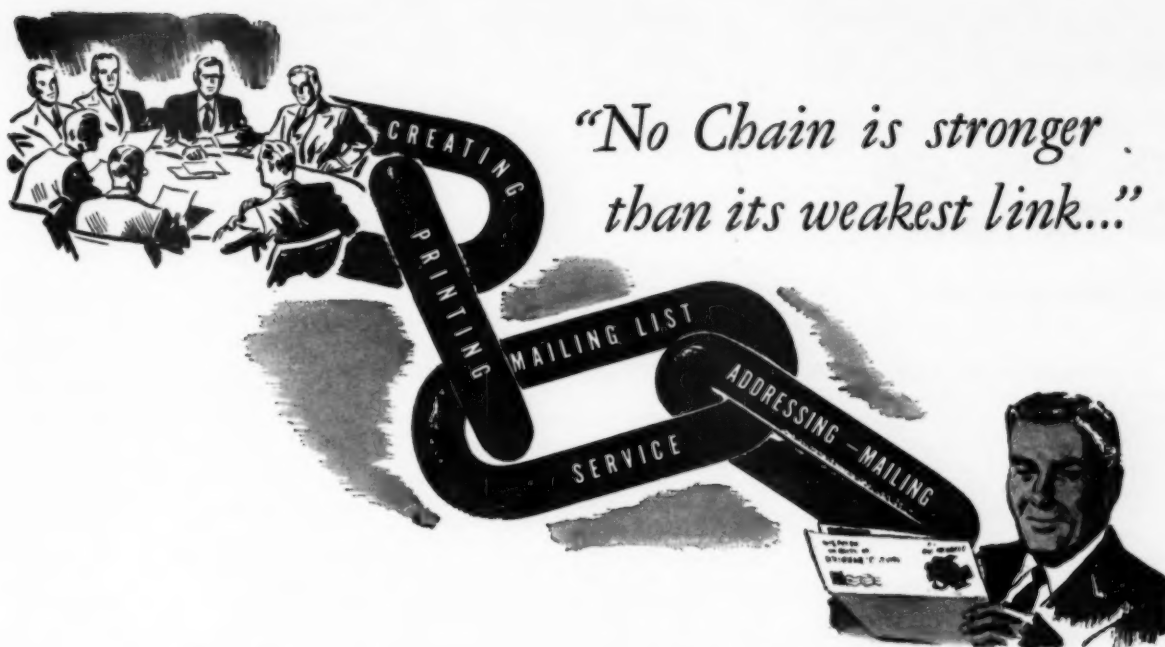
Automatic Sealing Service, Inc.  
115 Christopher Street  
New York 14, N. Y.  
exclusive operators of SOM in N. Y. area.

Want to know how you can cut mailing costs?

Want to show your clients a real step-up in DM production?

Write today for details on how SOM gives you faster economy in handling self-mailers.





*"No Chain is stronger  
than its weakest link..."*

## .. and there are no missing links in a Donnelley produced \*Mail Sales Plan!

There is no substitute for experience! And experience has shown there are basic links that must be welded together to form the complete "chain" of a successful Dealer Help Mail Sales Plan. Weakness in any one of these links can destroy the effectiveness of the entire plan! Here at Donnelley we are only too aware of these important facts.

With a Donnelley prepared Mail Sales Plan, you are assured of a systematic program that welds all the vital links shown above into a productive sales aid—a plan coordinated with your other merchandising activities to further stimulate the sales of your dealer organization.

With the Donnelley produced plan, you and your dealers are assured of the greatest value per advertising dollar spent. Donnelley experts follow your program from its planning and creation to the final placing of your mail in the hands of prospects. Every step is carefully supervised! . . . no link is overlooked!

For the complete story of how Donnelley can help you get better results from your Dealer Help Direct Mail, call or write your nearest Donnelley office.

\*Direct Mail for local dealers, sponsored by major suppliers.

### OTHER DONNELLEY SERVICES INCLUDE:

- *Couponing-by-Mail*—an "Occupant List" of over 35 million addresses, 98.4% accurate! Plus complete addressing and mailing service.
- *Contest Planning and Judging*—supported by years of experience in handling the nation's largest contests.
- *Mail-Away Premium Service*—executed by an expert staff, geared to handle large volumes, quickly and efficiently.
- *Selective Market Mailings*—proved by exhaustive tests, national, regional, and local campaigns.

## THE REUBEN H. DONNELLEY CORPORATION

350 E. 22nd ST.  
CHICAGO 16, ILL.

305 E. 45th ST.  
NEW YORK 17, N.Y.

727 VENICE BLVD.  
LOS ANGELES 15, CALIF.



## SECTION IV:

# The Other Side Of The House

(The Softening System)

In preparing for this study, we sent personal letters to a cross section of mail using readers of *The Reporter* (also carbons to a list of creators and producers of direct mail) asking for case histories on "how direct mail solves management problems." Many of the answers were confusing. We thought our letter was perfectly clear. Here was part of the explanation:

Direct mail isn't worth much unless it actually solves a specific management, promotion, publicity or sales problem. It isn't always a direct selling tool, as you well know. You have used direct mail to solve specific problems in your work. Maybe for a continuing campaign, or for a short period, or to overcome one peculiar resistance in your setup. Think about your work in the past. What was the hardest nut you had to crack? Then write me the details and mail in accompanying envelope so it won't get mixed up in our routine mail.

Some wrote that they didn't have any interesting "management" problems... just used direct mail when it was needed in sales work. (???)

One prominent counselor told us he couldn't supply anything startling because most of his work for clients is so "prosaic and routine"... seemed too trite to talk about. He thought we were searching for spectacular stuff like the case histories in "Showmanship"... or another *Yoon Yunn*. He didn't realize that his "prosaic" case histories were just what we wanted. Most direct mail solutions to problems are not spectacular. They are calm, calculated common sense.

Others thought by "management problems" we meant labor-management relations, financing or something like that. Hells Bells! This study is *sure* needed. If for nothing more than to convince the folks actually selling and producing direct mail that their medium is a simple tool with which management can solve many problems... internal management, promotion, publicity or anything *affecting sales*... differentiated from manufacturing and financing. Should be a simple premise.

One old friend in the advertising counseling business confused us even more with this comment:

It is obvious you want clean-cut examples of management problems which were solved by direct mail, complete with data on results obtained. Most of my stuff has been on the good will contact side where no exact results can be measured. As I went through the files, however, and was reminded of many cases where direct mail could have done a good job, the picture struck me for the first time that much direct mail fails *because of management*. So often they want to brag. To prove their own self-importance they refuse to let down their hair and recognize the fact that customers are people who do not respond just by being impressed.

Maybe my counseling friend has a good point... but that would be a different book. Isn't good will building a management problem?

Good will by direct mail has gotten to be big business. M. P. Brown (158 W. Magnolia, Fort Worth, Texas) has close to 110,000 customers in all parts of the country (all business firms) using his unique service of supplying hand-tailored Christmas letters which each Brown customer mails to his customers before the holidays. Runs into hundreds of millions of letters annually from this one source... to help solve the problem of maintaining good will.

Do problems have to be complicated? Do immediate returns always have to be available statistically? We were thinking in terms of simplicity... with a touch of uniqueness, like this:

**CASE:** Direct mail has even solved the problem of changing women into men. Not the way it sounds. John Patafio, Jr., (Ambassador Letter Service, New York) told the story in *The Reporter*: How the Hotel Pierre found that its luncheon grill was losing money although filled to capacity every day. Analysis showed reason. Eighty-two percent of patrons were women. Only eighteen percent men. Women stayed at tables longer and bought less than men who ate and left more quickly. Solution of problem: Auto-

matically typed personal letters to sales executives in neighborhood suggested special tables for business luncheons; letters to executives in four-miles radius emphasized advantages of entertaining out-of-towners at famous Pierre Grill. How did it work? Within three months percentages of patronage changed from 82% women and 18% men to 55% men and 45% women. Similar letters since first effort have maintained the new profitable ratios. Doesn't sound complicated. A simple hotel management problem solved with sensible direct mail.

But in spite of the confusion over terminology, plenty of material is available. The big problem is to cut it down to size.

As explained in Section Three, it was not the idea to round up case histories of mail order selling statistics. That's the other side of the house... the straight-line attack for immediate sales. Well known to the professionals.

Most of the major problems of management, so far as direct mail is concerned, are on this other side of the house. Might be called the "sales softening" section. So... let's tackle that now.

Some of my associates around here warned that we shouldn't repeat advice given in previous feature studies. But maybe the confusion surrounding this one indicates that all of us should pay more attention to fundamentals. Plain, ordinary, old-fashioned fundamentals.

How long is it since YOU have read the itemized listing of the "49 Ways to Use Direct Mail?" Surprising how a re-reading (as we did recently) gives you ideas on solving problems.

We don't have room for all the descriptions (you can get those from the DMAA chart)... but it should be appropriate to review the survey made by the DMAA right after the last war to recheck a survey made before the war by *The Reporter*.

Eight hundred seventy-six companies (of all kinds) participated in the survey which contained 23 complex questions. The last question (No. 23) was a backbreaker... to check which of the "49 Ways" were used or considered most important by the reporting companies. Here were the results in number of uses checked:

Classification	Average No. of uses checked
Industrials	14
Publishers	12
Financial	12
Mail order	10

Here is a listing... showing how the respondents in 40 classifications of business checked their usages of direct mail in solving problems:

Advertising	11	Insurance	12
Agriculture	12	Machinery	8
Automotive	16	Machine tools	15
Broadcasting	12	Mail order	10
Beverages	11	Manufacturing	
Building materials	15	(construction)	14
Business		Miscellaneous	12
machines	16	Packaging	17
Chemicals	14	Paints	18
Communications	8	Petroleum	18
Cosmetics	22	Pharmaceuticals	13
Electrical		Plastics	17
equipment		Printing	15
(industrial)	15	Publishers	12
Electrical		Retailing	13
equipment		Rubber	18
(construction)	13	Schools & clubs	8
Farm machinery	17	Social service	9
Financial	12	Steel	15
Food	12	Textiles	12
Heating & air		Transportation	18
conditioning	19	Utilities	14
Hotels	10	Wholesale	13
Industrial			
products	13		

So that the story is complete in this one study, we'll take the space to list the "49 Uses" (first publicized by the DMAA in 1933) and to show in percentages how the 876 companies indicated (in combined average) the importance of each use in solving their own individual problems. If you'll skim down the list, you'll see that the majority (or 60.4%) mentioned No. 4 (paving the way for salesmen) as the most important use of direct mail.

#### HOW DIRECT MAIL IS USED (Percentage of relative importance of uses)

1. Building morale of employees	27.0
2. Securing data from employees	10.5
3. Pushing salesmen to greater efforts	35.9
4. Paving the way for salesmen	60.4
5. Securing inquiries for salesmen	49.6
6. Teaching salesmen how to sell	18.2
7. Selling stockholders and others interested in your company	15.2
8. Keeping contact between sales calls	48.9
9. Further selling prospective customers after a demonstration call	26.7
10. Acknowledge orders or payments	35.1
11. Welcoming new customers	39.2
12. Collecting accounts	27.6
13. Securing new dealers	25.6
14. Securing direct orders	44.1
15. Building weak territories	21.9
16. Winning back inactive customers	42.3
17. Developing sales in territories not covered by salesmen	37.0
18. Developing sales among groups	18.2
19. Following inquiries received from direct mail or other advertising	54.8
20. Driving home sales arguments	21.8
21. Selling other items in line	28.5
22. Getting product specified	17.3
23. Selling new type of buyer	12.3
24. Bringing buyer to showroom	8.6
25. Helping present dealer sell more	30.1
26. Merchandising your plans to dealer	31.1

27. Educating dealers on superiorities of your product or service	27.3
28. Educating retail clerks	12.3
29. Securing information from dealers	13.3
30. Referring inquiries from consumer advertising to local dealers	22.9
31. Creating need or demand for product	40.4
32. Increasing consumption of product among present users	33.4
33. Bringing customers into a store	15.2
34. Opening new charge accounts	6.3
35. Capitalizing on special events	17.5
36. Building good will	49.7
37. Capitalizing on other advertising	29.9
38. As a leader in other advertising	5.2
39. Breaking down resistance to product	22.8
40. Stimulating interest in coming events	12.5
41. Distribution of samples	16.8
42. Announcing a new product	53.2
43. Announcing new address or telephone	21.8
44. Keeping concern-product in mind	25.6
45. Research for new ideas and suggestions	16.8
46. Correcting present mailing lists	45.3
47. Securing names for permanent lists	29.2
48. Protecting patents or processes	3.2
49. Raising funds	2.9

If you get nothing more from this study than rechecking the list of "49 Ways"... perhaps this effort will have been worthwhile for everyone concerned. Have any of these "ways" helped to solve your problems? Have any of your management problems remained unsolved because... you didn't use one of the devices made possible by mail contacts?

If we tried to give you case history examples under each classification... this study would run on forever. But it is possible to classify all case histories under four headings (excluding straight mail order and questionnair-ing.)

1. *To create more effective personal sales contacts.* This has two divisions within itself. It means first: creating a direct opportunity for salesmen to call by getting inquiries or leads for personal follow-up. It also means paving the way for salesmen by lessening resistance, arousing interest, educating and informing, preceding intended sales calls, but without trying to get any direct expressions of interest from the prospect back through the mail.

2. *To bring the prospect to you.* This applies in most cases to the retail field and to service businesses, like banks, which do not have sales forces. Also applies to real estate and insurance offices. Exception would be: a manufacturer who wanted to bring prospective customers to visit a new factory, office, special display or regional meeting. Another exception: Obtaining selected classes of employees. When help became so hard to get during the last war period, direct advertising was used to uncover technicians and other specialized employees and to bring them in for interviews.

3. *To deliver background, sales or public relations messages to customers, prospects, employees or other special groups.* This covers any prestige, reminder or good will advertising, employee relations, stockholder relations, general public relations... anything

to influence selective groups along certain lines of thought or action, but without direct response being sought by mail, or without any direct personal follow-up intended.

4. *To secure action from the prospect by mail.* This covers any promotion intended to secure response or action by mail, but not designed to secure an order or result in a personal contact between the prospect and the advertiser. Examples of this would be getting entries to a contest, securing requests for general informative literature, etc.

There are exceptions or variations even to the above four classifications. Some variations apply to politics or government rather than to commercial business. A recent case illustrates the point:

The New York City Department of Housing and Buildings had a serious timing and manpower problem. Commissioner Bernard Gillroy was alarmed at the 700 to 800 complaints received daily about alleged violations to the housing code. (Compared with daily average a year before of 550.) It was customary to turn over complaints to inspectors who would then try to see the landlord. Not enough inspectors. Too much wasted time and delay in settlements. Solving the problem was simple. The Department installed four Auto-typists with selector attachment to pick out numerous pre-prepared form letters. Now complaints are turned over to machine operators. Personal letters go out the same day complaint is received. Landlords, in many cases, pay more attention to letters and report more promptly.

Just a simple example of solving a management (civil administration) problem with a mail contacting technique well-known in the commercial field. And yet many commercial organizations have equally serious problems of manpower or time deficiency which could be solved as simply (technically) if someone had the ingenuity to know the answer. Our feature *How to Think About Production and Mailing* tried to supply some of the answers.

But we want to focus most of our attention on the four major classifications of solving management problems by the "sales softening technique." Study the following boiled-down case histories for ideas which may help in solving problems in your business. All collected from our files and current letters.

#### DIVISION I: To Create More Effective Personal Sales Contacts

To start off this roundup of case

histories, let's quote the advice given by a prominent sales counselor:

“In marketing a commodity or a service under highly competitive conditions it is inevitable that the sales force should come in for much criticism, the character and extent of which depend on the results achieved. Nevertheless, 75 percent of the burden of successful sales performance rests squarely on the management. Every mistake that the management makes is three times as costly as that made by a salesman. There are six points which sales executives should watch. These are:

1. The management must put a selling idea in the product.
2. It must open up territories and uncover leads for salesmen. Cold turkey selling is one of the hardest jobs any salesman can be called on to perform.
3. The management must advertise the product.
4. Remember that the sales force is as amenable to advertising as the prospect. It helps keep them from going stale.
5. Direct advertising should be used to back up the salesman.
6. The responsibility for selling is subjective as well as objective. Selling is not a part of business. It is business. Everyone in the organization should be shown an opportunity to help sell. . . .”

Howard Shaw, of Philadelphia, sent us the quotes above and thought they would be appropriate and “up-to-date” for this convention issue, preceding the direct mail meetings in Detroit. The words were spoken by A. B. McCallister of Los Angeles, at the 9th Annual DMAA Convention in Detroit on October 20, 1926. The advice is still good after 27 years. We couldn't resist the temptation to include it. But next, a real up-to-date report which covers the experience of many years.

**CASE:** John Lind, manager of Field Service, The Union Central Life Insurance Company, Cincinnati, Ohio, answered our letter with this analysis of solving sales contact problems. You may not be in the insurance field, but some of these ideas could be useful in other divisions of business... particularly industrial advertising.

**John  
Lind  
Talking:**

“Theoretically, everyone is a prospect for life insurance. This is evident from the amount of insurance in force today. Over half of our population is insured. But the magnitude of the life insurance market in reality makes finding a buyer more difficult. Certainly, every reader of

*The Reporter* carries some form of life insurance. However, in most instances, you can number the days on one hand that you were in the mood even to listen to a good life insurance agent — much less buy.

Finding a buyer at a given time is every salesman's problem. It is more especially the problem of a life insurance agent, because he sells an intangible item. The life insurance agent is forcefully told, time and again, prospecting is the life blood of his profession. More than any other factor, it determines his success or failure.

Because so much hinges upon prospecting, life insurance companies have spent much time and money exploring new avenues for obtaining prospects. Exhaustive studies have brought to light five best ways to prospect: (1) Through Centers of Influence (2) Personal Observation (3) Endless Chain (4) Cold Canvass and (5) Direct Mail letters.

The first three methods mentioned are limited by circumstances beyond the control of the salesman. In each instance, definite boundaries are established from which he finds it difficult to sift additional prospects from acquaintances, policyholders and news items he reads.

Even the fourth method of prospecting, Cold Canvass, is limited. Turning cold doorknobs — receiving abrupt turn-downs — is good medicine to a point, but an over-dose undermines the morale of most agents.

The fifth method — Direct Mail letters — is the only one without practical limitations. Here the salesman has access to a bottomless well of prospects! The Union Central Life Insurance Company pioneered in Direct Mail circularization for prospects more than 35 years ago. As far as is known, this was the first — and still is the best — answer to the problem of providing as many prospects as are needed without requiring an impossible outlay of time and energy.

From the beginning The Union Central stressed the point that Direct Mail letters were not intended to sell the prospect — that remained the job of the salesman. However, it was pointed out that the letters would open doors and make possible the interview under the most favorable circumstances.

Union Central's first Direct Mail letter was one offering a booklet closely allied to the subject of life insurance. In each letter a reply card was enclosed keyed so the replies received could be forwarded to the agent who submitted the mailing list. This for-

mat remains the same today except the series of letters has grown from one to twenty-seven — covering every personal insurance need.

How well Direct Mail letters have pulled responses for Union Central agents is shown in the following tabulation of yearly average percentage results since 1940:

1940 .....	6.2%	1946 .....	7.7%
1941 .....	11.3%	1947 .....	7.8%
1942 .....	9.8%	1948 .....	6.8%
1943 .....	8.1%	1949 .....	5.6%
1944 .....	7.9%	1950 .....	6.2%
1945 .....	6.2%	1951 .....	7.4%
1952 .....	6.8%		

Union Central's sales force is not required to use Direct Mail letters. Nor is any limitation placed upon the maximum amount that can be used. This function operates purely on a voluntary basis. Last year, however, more than a third of the entire field force employed Direct Mail letters as prospect getters.

Letters of proven percentage pulling power are a distinct advantage to the salesman. They provide him a tangible means of estimating the number of letters he needs to circularize, to guarantee him the number of prospects he wants. Thus, an agent needing 20 prospects circularizes 100 names with a letter pulling a 20% reply. Or, if the particular letter he wishes to circularize pulls only 5% then his mailing list must total 400 names.

Direct Mail letters enable the new man to get quickly into production. He earns while he learns.

Also, they are extremely helpful in establishing a salesman in a new territory. A few years ago one of our agents working out of Cincinnati decided to solicit in a small Ohio town where he had detected unusual sales possibilities. This agent, using circularization exclusively, contacted most of the people of prominence and wealth with the result that he achieved his first million dollar year.

There are many examples of other successes made possible by Direct Mail prospecting.

A well-known midwest agent of The Union Central wrote more than \$900,000 in new business for the year. \$460,000 of this business was the direct result of Direct Mail letter leads. His total cost for the letter service was just \$150.

For the tried and proven (and too relaxed) salesman Direct Mail letters act as a policeman. Here's an example:

John Connor is a tennis enthusiast. His love for the game supersedes his desire to work. Yet he has to work to



## TYPE PERFECT COPY

Type the good, clean, uniform copy you need for clear, crisp offset reproduction - with an IBM Executive\* Electric Typewriter.

There are ten distinctive type faces to choose from, any one of which will notably enhance the beauty and legibility of your offset printing. On the next job, for yourself or for a customer, let us show the electrifying difference the IBM Executive can make.



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590 Madison Ave., New York 22, N. Y.

- ☐ Please send your booklet, "Typographic Planning for Typewriter Composition".
- ☐ I would like to see the IBM Electric Typewriter.

Name \_\_\_\_\_

Company \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_

## successful sales letters . . .

— rarely just "happen". They are the result of careful planning and knowing what makes a letter "pull". The format, too, plays its part in getting attention . . . maintaining interest! You can PROVE this easily by TESTING Return-A-Card against your present mailing. You'll find the pre-addressed, "built-in" reply card makes it easier to reply — get better results — costs less per response. Write for your FREE folder of "Successful Sales Letters", showing this unique format applied to many promotion problems.



**SALES LETTERS**  
INCORPORATED  
250 W. 49th St., New York 19,  
Telephone Circle 6-0843

## AFTER 300 YEARS.. AN ANSWER FOR JULIET!

"What's in a name?" floated down to Romeo from a moon-flooded balcony more than 300 years ago. And today the George R. Bryant Co. answers, quite pointedly, "Plenty!"

If you own a list of names of any description, it has revenue-producing possibilities through rentals to non-competitive list users, that will certainly pay a substantial part of your maintenance cost . . . and perhaps cover all of it.

If you need names for the profitable promotion of your own product or service, Bryant has them, in rich profusion and at attractively low cost.

Write today and we'll be glad to tell you "what's in a name" for your specific purposes.

**GEORGE R. BRYANT CO.**  
75 East Wacker Drive  
Chicago 1, Ill.



**GEORGE R. BRYANT CO.**  
of N.Y., INC.  
395 Madison Avenue  
New York 22, N. Y.

Member National Council of Mailing List Brokers

cat. He solves the problem of work vs. tennis through Direct Mail letters. Through the regular use of Direct Mail circularization, he keeps a constant flow of reply cards coming across his desk. His conscience simply will not allow him to play tennis and neglect his duty to call upon a prospect who has requested information about so vital a thing as life insurance. This simple process has made him a life member of the Million Dollar Round Table.

There are, as mentioned, five distinct methods of solving the problem of prospecting for life insurance. But none measure up to Direct Mail letters. They may be used at any time by any salesman to obtain an unlimited number of prospects at very little cost for service. This results in a great savings in the salesman's selling time, enabling him to concentrate his efforts in the area of selling interviews — where he makes his money. . . . .

Here are several more case histories with a different twist... but which can be classified under the heading, "creating more effective sales contacts."

• Herman Farrand of the Fred M. Randall Advertising Company, Book Tower, Detroit, developed a complete syndicated program to solve problems of diaper rental and baby laundry services . . . usually "short-term" services.

By combining a planned public relations program with hard-hitting direct mail campaign Randall's direct mail package not only won new customers... but also returned as many as forty out of a hundred "quits" at sometime later. Usually, only 3 out of 10 use a diaper service for a maximum of 2 months. Only 2 out of 10 remain for more than 12 months.

Randall's plan included selling the pre-natal mother program... and carried through even after she had discontinued the service. Personal letters, instructive booklets on baby care, circulars, and a clever "baby diploma" upon completion of the service term were used. This was followed by a free booklet, "Your Baby From One to Six."

Local doctors, nurses and hospital contacts were kept up-to-date, and the mother was sent a monthly contact reminding her of the service for her next child. The syndicated program not only increased diaper service accounts to 3 to 6 months, but also increased gross business by as much as 50%.

• Merral Fox of Fox Advertising Company, Cathedral and Biddle Sts., Baltimore, Md. tells of a highly reputable and dignified coffee roasting company (one of the largest in the field) that had a problem of getting attention. Buyers were busy... deluged with countless advertising pleas in all forms.

Although the president of this highly ethical coffee concern was a dignified official of a large coffee association... the problem was solved by switching to light, humorous approach. Short copy with not-too-serious appeal did the trick.

• The same approach worked wonders and solved a problem for a firm of food brokers. They wanted to place their lines in large chain stores — expand their market. Chain and super market buyers were constantly flooded with all types of advertising.

The food brokers were high-standard, reputable and dignified. One of the principals was so dignified he wore white piping on his vest, black ribbon on his eye glasses, rode in a chauffeured Cadillac.

Even so, they crashed the hard-boiled buyers by switching to this type of copy with a light, humorous touch:

ED SMITH AND DAN SWEENEY  
HAVE VICES

The two top executives of our organization are not "goody-goodyes." They have vices.

Mr. Smith plays poker. Mr. Sweeney bets on horses. And they both play gin rummy and frequent night clubs.

But their biggest vice . . . is absenteeism. They sneak away from the office very often. Where do they go?

To grocery stores. They look. They investigate. They snoop. And they learn an awful lot about how to make profits for grocers.

Ask them some questions. Their answers will put money in your cash registers.

S.O.S.

. . . send an SOS for S.O.S.!

S. O. S. means Smith or Sweeney. And either one will come running at your slightest request.

## A "THIN MARKET" PROBLEM

• Dayton Rubber Company (Dayton, Ohio) manufactures, among many other products, printing press attachments which make it possible for printers to run more than one color at a time. The principle is an old one... printers call it "split color" and... that was the rub.

While the Dayco (Dayton Rubber's brand name) equipment used an entirely new principle to make such printing possible, most printers across the country "knew" how split color worked and were not interested in it.

Since the price of the attachments are not very high, Dayton Rubber salesmen could not afford the time necessary to open the minds of the printers. Once a printer was willing to take an open-minded look at the product, it sold readily. It cost more (in salesman's time) to open the mind of a printer than there was profit in the product. This type of selling discourages salesmen and Dayco salesmen were no exception. They stopped worrying about these particular attachments and sold the other items in the Dayco line.

Faced with this problem, Jack Young, Advertising Manager for the Dayco Division, decided to try to "Open the Minds" of the printers by mail. Since he realized the reaction to a piece of mail received by the printer would be no different than a salesman's call, he decided to use direct mail to "create demand" on the part of the printers' customers.

Printers' customers being unknown and running in the millions, he decided to concentrate on those customers who were likely to be important to the type of printer who could most easily be sold Dayton's equipment. These were advertising agencies.

A rather elaborate instruction sheet, designed to appeal to the art director of an advertising agency, was developed. It was entitled "More colors for the same money." It showed how to design advertising pieces which printers owning Dayco equipment could print in more than one color for practically the one color cost.

Then letters were written to advertising agencies, offering them copies of the folder for their layout men. When returns were received, the folders were sent along with a form to be used by the agency listing their printing sources... Dayton Rubber promised to tell them which of their sources had Dayco multicolor equipment.

When Dayton got this list back, it was compared to known owners of Dayco equipment and the agencies were told whether or not any printers on their list owned the equipment. Such printers (all too few) were notified that one of their customers had inquired about the use of the equipment and suggested that they call to follow up the inquiry.

Those printers on the list who did not have the equipment now became (although they did not know it yet) highly selected prospects. They were sent a letter telling them that such and

such an advertising agency had asked for the "More colors for the same money" folder; had listed them as a printing source... and asked if they had multi-color equipment. The letter went on to say that Dayton Rubber records did not show them as owners of the equipment but if the records were wrong they should hop over and see the agency on the chance that they would get some good business from it. Naturally, the letter went on to point out that Dayco multi-color equipment was available and if the printer wanted more information about it he could send in the enclosed card.

Dayco salesmen then followed up these leads. With minds newly opened, they were able to skip the cold prospect treatment and get right into a demonstration of the equipment. That saved so much of their time that it made the sale of the attachments profitable rather than unprofitable. Direct mail cut the cost of selling so far that it made the continued sale of the product possible.

That is a wonderful case history of problem solving.

Fred Bernad, Reg'l. Sales Promotion Dept. of Minneapolis-Honeywell Regulator Co., 351 E. Ohio St., Chicago 11, Ill., gave us permission to quote him on the following interesting case history. Should hold the germ of an idea for other problem solvers:

### After the Cream of the Crop; Then What?

• As you might have noticed from our advertising in shelter and business magazines, Minneapolis-Honeywell is presently engaged in a big sales push on Electronic Moduflow, a deluxe heating control system which functions electronically and includes an outdoor thermostat.

Our approach since June has been rather thorough in that our field sales force has been powerfully supported by consumer and trade space advertising, colorful presentation kits and a wealth of specially prepared literature.

And so our salesmen hit the road armed to the teeth, intent upon calling on and selling every merchandising-minded heating dealer in the mid-west.

It was felt a direct mailing was in order to the 7,000 dealers on our books

## JUST PUBLISHED Why Do People Buy?

By the Editors of  
**FORTUNE**

- What has happened to the Great American salesman?
- Does the future belong to robot retailing and self-service?
- How effective is the rich, ripe, fruity prose of advertising?
- In the battle for market, what are the secrets businessmen won't tell?

THESE are but some of the important questions which the Editors of *Fortune* ask — and then answer — in this probing story of what is wrong with selling in America today.

The book is based on a series of articles which drew one of the most enthusiastic responses in the history of the magazine. Expanded and integrated here by *Fortune's* editors, these articles put the finger on the nerve centers of the selling process. They look at selling from a new viewpoint — *why* rather than *how* — and discuss it as an integrated function of management rather than as a matter of mere distribution.

### A close look at selling— the great unsolved problem of American business

Here is a firsthand examination of the changing U. S. salesman — in his relations with his employer, his compensation, his feelings toward his job, and in the public's attitude toward him. *Fortune's* editors take a special look at the retail clerk, today's door-to-door seller, and the manufacturer's agent. Discount selling, the language of advertising, direct mail, and the "percent-of-annual-sales" question also come in for examination.

Here is a long, hard look at the realities and current problems in selling and marketing of all types — a real eye-opener in its realistic approach to a confused situation and its clear call for an integrated and dynamic sales philosophy.

\$3.50



#### 10 DAYS' FREE EXAMINATION

McGraw-Hill Book Co., 330 W. 42 St., NYC 36  
Send me *Fortune* Editors — *Why Do People Buy?* for 10 days' examination on approval. In 10 days I will remit \$3.50, plus few cents for delivery, or return book postpaid. (We pay for delivery if you remit with this coupon; same return privilege).  
(Print)  
Name .....  
Address .....  
City..... Zone..... State.....  
Company .....  
Position ..... RDM-9  
This offer applies to U. S. only



# Tuscan Cover

For all your Cover requirements. Bright pleasing colors are combined with a rugged base stock to fill your needs on any printing job. For many years the name Tuscan Cover has been respected in its field.

Peninsular also make Dawn-flake, Pab Cover (leather finish), Duplex Cover (color one side, white on the other), Peninsular Brilliant Cover and Text, and Zamora Cover (leather finish). You can see, feel and talk about all of these papers at

DMAA Booth No. 15  
at the Statler Detroit

## Peninsular

PAPER COMPANY

Ypsilanti, Michigan

### "ALL PURPOSE" FELINS PAK TYER



The new F-8 Model Felins Pak Tyer tying machine is truly an all purpose tying machine. It will handle the tying problems in your mail room, office, factory at a great saving of time, labor and twine. Simple to operate. Adjust itself automatically to any size or shape package, bundle, box,

heavy or light up to eight inches high. Will use heavy twines for tying tight, firm bundles.

See us at Booth 27 MASA Convention  
Sept. 26-Sept. 30 and Booth 32 DMAA  
Convention Sept. 30-Oct. 2 Detroit

**FELINS TYING MACHINE CO.**  
3351 N. 35th St.  
Milwaukee 16, Wis.

### 1001 MAILING LISTS

Individuals & Firms From A (Accountants, Abrasives) to Z (Zoologists, Zinc). Many lists seldom available. Please specify needs.

**WALTER DREY, Inc.**

257 Fourth Ave., Desk 303, N. Y. 10, N. Y.

for the area to clean up loose ends. Not a great deal was expected from such a mailing, since, after all, hadn't our field force already personally contacted all likely prospects, and many that weren't likely to buy, as well?

However, we really began to sit up and take notice as results to our mailings began to pour in. And when the smoke had cleared, we were surprised and delighted to note that over 350 dealers asked to see a Honeywell salesman — asked to learn more about our product — asked to buy it! All this from a group of people who, supposedly, had been thoroughly canvassed shop-to-shop.

While the percentage of returns, 2% is not seemingly outstanding, we feel it is highly creditable under the circumstances in which it was achieved.

**CONCLUSION:** We concluded that a lot of prospects remain to be sold after the cream of the crop has bought. Any product marketed to a large network of retailers profits considerably be the *complete* coverage afforded by direct mail support.

No matter how hard hitting a sales force may be (and we're certainly proud of ours), it's simply geographically impossible to contact *every* prospect in a mass distribution set-up.

In addition, there's always the possibility of a salesman's oversight in walking right past a dealer's shop because he considers him an unlikely prospect. With direct mail on the other hand, your message goes right into this same dealer's place of business and often turns the "unlikely prospect" into a rabid buyer, at very little expense.

A sidelight on this campaign which gave us a chuckle was the return card we received from a dealer who just a few days before had "read off" a salesman selling him the same thing our mailing was. Yes, on a call back as a result of his response, this dealer placed a nice order with this very same salesman!

Here's another sales softening case history... supplied by Irvin L. Edelstein, Toledo Advertising Agency, 511 Gardner Bldg., Toledo 4, Ohio, who handled the account of the Mennel Milling Co., Toledo.

• **The problem:** The Mennel Milling Co., one of Ohio's largest flour mills, has been in business for more than 64 years. During that entire period, advertising was confined to small space ads in milling trade journals and direct follow-up on inquiries. Because export business was of primary importance, the company neglected advertising in this country. During

the past 10 years, the company attempted to stimulate business in the United States by trade journal advertising, the results of which were negligible.

More than a year ago, the company called in the Toledo Advertising Agency for assistance in devising an advertising campaign geared to fit its individual requirements. Operating under a limited advertising budget, management desired a campaign that would be instrumental in getting the name and services of Mennel to prospective customers, in a manner that would be convincing and unending.

**The solution:** There were three months of campaign planning; study of the milling industry; periodic visits to the Mennel mill, located at Fostoria, Ohio. Personal calls were made on present and prospective customers, trying to find out what they would welcome in the nature of advertising from a flour mill. Finally, an advertising format was devised. "The Mennel Story" was to be the theme of all advertising, locally and nationally.

The best method of reaching prospective customers seemed to be a specialized direct mail campaign. A series of 12 letters was written; photographs were taken by the agency account executive of all operations in the mill. (Even though a professional photographer followed up... the first shots were used because of the informality.)

The final result was an individually typewritten letter, combining a photograph and a printed message all in one letter. Each letter was individually typed on Robotypers, individually signed by the president and mailed to a list of about 500 individuals and companies. Each letter contained an actual glossy, 2 1/4 x 3 1/4 inch contact print. The message (cut lines) was printed on the letterhead before the letter was typed. The same letter was reprinted by offset methods and sent to employees of the company as a form of management-labor relations.

As part of the same program, 8 x 10 inch glossy enlargements of each picture were placed in a leather-bound book, with "The Mennel Story" stamped in gold on the cover. This visual presentation is used by salesmen to show the facilities and equipment of their company. The books also are sent to prospective customers on a loan basis. As a result, salesmen find that they can spend hours with a prospect, whereas previously they were brushed off rapidly.

The results as desired by management, namely, acquainting prospects with "The Mennel Story," were being



## *Feeling Listless? See Your Onomatologist*

If your advertising is suffering from a lack of responsive prospects, then yours is a case for the Guild organization. We specialize in selecting and classifying names to meet the list needs of many of the country's leading mailers.

Do you want more business? Do you know where to get it? Are your logical markets in the lower or higher income brackets? In any particular age group or type of industry? Should your prospects have some special interests such as gardening, mechanics or sewing? Should they be businessmen or mothers of young children? Who exactly are your prospects, where are they, and why?

For over 54 years the Guild organization has been helping American business with its list problems. We have access to information about thousands of nation-wide lists of all kinds including the active customer lists of many prominent mail-order companies.

Send us a specimen of the material you plan to mail. We will analyze it in terms of its markets and suggest ways for you to reach more responsive prospects.

**GUILD OFFICES: 160 Engle St.**



**ENGLEWOOD, NEW JERSEY**

Charter Member National Council of Mailing List Brokers



If your secretary had a thousand hands, she'd still have a hard time keeping up with the output,



speed, and quality of Ambassador's individually typed letters in quantity... Nothing can quite



equal the effectiveness of such letters, and Ambassador has the finest equipment (I.B.M. Hooven and



Robotypers) to do them for you. Check with us as to how to give your next mailing the appeal and



impact of a letter PERSONALLY TYPED by your secretary...

## AMBASSADOR LETTER SERVICE CO.

"Complete Letter, Addressing  
and Mailing Service"

11-13 STONE STREET, NEW YORK 4, N. Y.  
Bowling Green 9-0607-8-9

### What a Dollar Will Do For a Mailing List User

It will bring him once a month for a year **LISTS AND LISTINGS**, the monthly newsletter of know-how and data. Edited and published by Walter Drey, based on his more than 40 years' experience. Contains lists of new rentals available monthly, list summaries organized in all categories with a common denominator and a monthly "Know-How Know-Why" feature article such as "The Unknown Factor in the Use of Mailing Lists." Send your dollar today under guarantee of its return if not satisfied. **WALTER DREY, INC., 257 Fourth Avenue, Desk 304, New York 10, N. Y.**



**NEW TR. JR. TRAVELING RACK**  
**CUTS MAILING COSTS**

Ten Hook-On Trays speed up printing, mimeographing, sorting, inserting... keep things moving in the mail room. Write for folder. **All-Purpose Metal Equipment Corp.**

255 Mill Street

Rochester 14, New York

### SALES LETTERS

Letters with "instantaneous appeal" that beckon to be read, that impel and sell. One series 26 years old. Send for circular "B". Please write on letterhead.

**"That Yellow Bott"**

Leo P. Bott, Jr., 64 E. Jackson, Chicago

### MAKE 'EM LAUGH!

Friendly prospects buy quicker. Make yours laugh with the "Let's Have Better Mottos" monthly mailings. Unusual — effective — economical — exclusive. Write for details on your business letterhead.

**FREDERICK E. GYMER**

2125 E. 9th St. Cleveland 15, Ohio

achieved in an effective and economical manner. The purpose of the letters, of course, was not to pull orders direct from prospects (although they would be welcome), but to establish "Mennel" as an enviable name in the milling industry.

**Supplementary Note:** After the first 12 letters, the prospect was dropped temporarily. But management soon discovered that the letters had established themselves as a potent force and were being missed by both prospects and sales force. The program has been resumed as of August 1953 and will continue indefinitely. Consistency is a valuable element in solving problems of battering down sales resistances.

Here's another insurance case history with a different twist... supplied to us by Paul Purmort, Central Mutual Insurance Co., Van Wert, Ohio.

• Several years ago we had the problem of providing an entree into prospective local agents' offices for our special agents. There were towns where we needed an agent to represent us and it was taking our men a lot of extra time making calls on agents in the town before closing one.

We tried advertisements in the Insurance Trade Journals with coupons, but were not getting inquiries from the type of agent that we wanted.

We finally decided to try a series of letters in one territory. The special agent in that territory furnished us a list of five agents he would like to contact in each of the towns where he wanted a new agent. The series of letters produced so many replies asking for more information concerning our plan that the special agent found it difficult to make all the calls necessary and continue his work with the agents already in production. This was quite a surprise to the sales manager and the special agent. Needless to say, the program has been extended to all territories and is now a regular part of our Direct Mail Advertising program each year.

Problems and their solution do not have to be complicated.

• Western Electric Company, 120 Broadway, N. Y. C. has obtained solid dealer cooperation for their hearing aid sales by planning local campaigns for dealers... tying them in with W. E.'s national magazine and newspaper space, radio and other large efforts.

Western Electric issued dealer portfolios which were geared to the local

level... selling the dealer on using them, first. Selling the dealer on using the direct mail campaign was accomplished by clearly showing him that use of the portfolio in his local area would:

1. Contend with competitor's activities for your prospect's interest.
2. Familiarize prospects with your name and the name of your product.
3. Help customers as an aid to buying.
4. Support your sales personnel.
5. Encourage continued patronage by old customers.
6. Reach prospects who might miss your local newspaper advertising.

By selling the portfolio material to dealers (about \$1.50 per month per hundred pieces with imprint), W. E. is assured that most of them will be mailed... resulting in solid dealer support of national advertising.

• Back in 1949 a reduction in farm income produced a "cheaper buying habit" among farmers... particularly in the fertilizer and feed fields.

To combat the situation the Spartan Grain and Mill, Spartanburg, S. C., used an inexpensive direct mail campaign which interested the dealer in doing a better selling job and reached as many of his prospects economically as possible.

A series of mimeographed letters, post cards, self mailers, and a program of sampling accomplished three objectives in Spartan's chick feed market:

1. Built up mailing lists of customers and prospects in each specific dealer's territory.
2. Acquainted new feeders and prospects with advantages of feeding Sparticles.
3. Gave valuable information on the care of baby chicks.

By placing 80% of their total advertising budget behind the campaign... Spartan not only won back reluctant customers, but also got new ones in the process.

• Socony-Vacuum Oil Company, 26 Broadway, N.Y.C., solved the problem of eliminating costly sales calls and at the same time securing maximum customer turnover... with a class dealer campaign building prestige of local Mobilheat reseller.

A beautiful portfolio was prepared... consisting of a series of renewal letters with illustrated four-color letterheads. All mailings were personalized with recipient's name and dealer's imprint. Each mailing was followed by a triple-wing card with design and appeal tied in with preceding letter. Campaign also included a letter to regular customers for getting names of new prospects.



Also a special mailing for dealers who sell both coal and oil... and a very special Christmas period mailing and optional calendar blotters or art calendars. Seventeen pieces in the campaign... class treatment throughout.

The renewal contract campaign was used by 90% of Mobilheat dealers. It cut salesmen's calls, secured renewals and new business, converted coal users to Mobilheat, and established resellers company name as the standard of quality and reliability in the market.

• The Philadelphia Bindery, Inc., (catalog covers, sales presentation binders, etc.) 3rd and Vine Sts., Philadelphia, Pa. had a three-fold problem:

1. To establish the identity of a salesman in a new territory (Washington, D.C.)

2. To emphasize the dates he schedules for making calls.

3. To establish a knowledge of the existence of a local "headquarters office."

Executives reasoned that a letter, announcement folder, or any of the standard forms of approach would get snowed under as many companies were establishing Washington headquarters.

Under the guidance of Mack Nevergole of the Roland G. E. Ullman Advertising Agency, a series of wise-cracking monthly blotter calendars were designed. Each blotter carried the salesman's photo... giving him the name "Happy Hank." The idea fit his appearance, personality and first name.

Red circles were drawn around the two days a week the salesman would be in Washington. Girls doing this circling job every month allowed him to change his regular days according to circumstances.

Short, humorous copy proved to be a natural door-opener. The salesman's interviews started off in a friendly, warm way... usually with good natured kidding about "Happy Hank." Better results than the previous use of straight announcement letter in other territories.

That should be enough case histories for this division... although we could go on indefinitely by digesting the contest entries in the libraries of the Direct Mail Advertising Assn. and the National Industrial Advertising Assn. Our purpose here was to emphasize the importance of solving the problems of creating more effective personal sales contacts... breaking down sales resistances... with direct mail. An important subject. According to a national survey by the Sales Executives Club... the average cost of a

# THE MAN TO SEE!

... at the 36th Annual  
**D.M.A.A. Convention**  
in Detroit

Will be Gus Havemeyer, Sales Manager of the Sawdon Company, Inc. He will be on hand to answer your questions concerning envelope specialties... to tell you how Direct-Mail Combine-Velopes and Order-Velopes fit into your direct mail promotion and catalog enclosure schemes. He will have samples showing successful applications of money saving ideas.

The Sawdon Direct-Mail Combine-Velope is a complete package promotion piece; a four-in-one unit including letter, order form, and return envelope; delivered printed, folded and sealed. It is used for fund raising, magazine subscriptions, selling merchandise and services. See samples of some unusual uses that produced results.



Ask us about postal laws and regulations pertaining to subscription inserts for new, renewal, and special gift promotions.

Gus will be registered at the Statler during the three day Detroit Convention.  
Make a date; leave a note in his mail box.

## THE SAWDON COMPANY, Inc.

Envelope Specialties of Every Size, Style and Construction.

## MAILING LISTS for Every Purpose

### GIFT MERCHANDISE PROMOTION LIST 16,000 CORPORATIONS

Prime prospects for gift and consumer goods suitable for distribution to employees, clients, stockholders and

**INCENTIVE PRIZE WINNERS**  
These firms buy everything from modest boxes of candy and fruit cake to expensive imported perfumes, luggage, smokers articles, golf clubs, TV sets, Mink coats, radios, automobiles, home bars, refrigerators, washing machines, electrical appliances, etc.

List includes name of purchasing official.

\$20 per M names  
\$150 for entire list

List Catalog sent Free on request

**DUNHILL INTERNATIONAL**  
**DUNHILL LIST CO., INC.**  
565 FIFTH AVE., N. Y. 17, Plaza 3-0833

## Does your Letterhead Sell?

LET US SEND YOU SAMPLES FROM OUR LIBRARY OF FAMOUS LETTERHEADS  
... to Compare!

Often the only representative of your business or service is your salesman... or your letter. You are judged by them. Wouldn't you like to see how your letterhead "stacks up" against those in our new Portfolio containing samples from our "Library of Famous Letterheads"?

There is no charge for this Portfolio... and no obligation. We'd like to send you a copy to get acquainted with you... and to have you see for yourself what Peerless is doing for letterhead buyers from coast to coast. The samples will give you an idea of what we might be doing for you. You may feel it is easier to buy locally. We know that to get your business we will have to save you money—or give you a better letterhead—or both. Send for the portfolio, now. When you get it, you'll be able to decide if your present design needs a complete overhauling; minor changes, or is plenty good enough to keep using. The Portfolio is yours in complete by writing on your regular business letterhead.

**PEERLESS LITHOGRAPHING COMPANY**  
4301 DIVERSEY AVE., CHICAGO 39, ILLINOIS

## specifically\*

you will profit by working with Ad Scribe when \* your direct mail budget is anywhere between \$50 and \$5000 a month because

- \* you want creative showmanship in words, pictures, and newest graphic arts techniques
- \* you want persuasion that produces action, opinion, or sales and
- \* you're willing to clear the detail by mail when you're beyond range of big city agency service.
- \* you'll get the facts p. d. q. in a handy file-ready info from the village mailartist \* Ad Scribe.

Box 254, North Canton, Ohio

## "ADAGE MAILERS" PAY!



Next Effortless Low Cost

Mail complete and prime ADAGE CO., HOWELL, MICH.

Now you can make monthly contact with all your customers and prospects for a few cents each. Postal card also ADAGE MAILERS get slid under glass tops of desks and hung on office walls, sell you and your product every day of the year.

salesman's call in the industrial field is \$16.31. The same survey showed average number of orders per 100 cold calls jumped nearly double when calling on leads "softened" by pre-approach advertising.

Hundreds of companies have used the technique successfully. Sylvania Electric Products Inc., 1740 Broadway, New York 19, N. Y., is one of the notable examples. You can see examples of their direct mail sales-backing-up program in the portfolios of DMAA contest winners.

Real estate companies have successfully employed the technique.

Best example: The continuing, constant mail promotional activities of the C. B. Snyder Realty Co., 61 Newark St., Hoboken, N. J. Folders, letters, cards for all sorts of projects... backing up their sales force. These pieces flood the area... so that when salesmen call, the usual greeting is, "So you are from Snyder." This one division of *problem solving* could fill an unending series of books.

## DIVISION II: To Bring the Prospects To You.

This second division of the "softening system" can be shorter. It is so obvious. The problems involved concern, for the most part, retailers and personal service institutions.

For students who wish to study this division more carefully... refer to the article in the February 1953 *Reporter* by Howard S. Mark, advertising manager, The Robert Simpson Co., Ltd., 167 Yonge St., Toronto, Ontario, Canada, titled "Why Direct Mail for Department Stores?" Gives most of the reasons why retailers should use direct mail to solve customer relations problems.

There are items in nearly every issue of *The Reporter* bearing on the subject. People can be induced by mail to come to your bank, beauty shop, real estate or insurance office, auto service station, or retail store. How successful the effort depends on the technique used. And again, that's a different story.

A recent survey in *Office Appliances* magazine showed that the majority of appliance dealers and stationers believe that direct mail is their most important medium in getting store traffic.

Banks have been large users of direct mail... as a study of the bulletins of the Financial Public Relations Association will show. We've carried many case histories in *The Reporter*... praising the work of such banks as

the State Street Trust Co., Boston, Mass.; B.M.C. Durfee Trust Co., Fall River, Mass.; Franklin National Bank, Long Island, N. Y., and others.

Savings and loan companies have brought in customers by mail. So, too, the consumer finance or loan companies. Too many case histories to quote. In both of those fields there are active associations gathering material on how individual members solve problems... and making that information available to other members. That's what we meant in Section Three of this study when we advised a fact analysis... which includes finding out what others in your same field are doing. Get case histories.

I was interested in a very simple case history report received from Mrs. Ada Cook, who runs a ladies wear shop at Vine and Main in Oberlin, Ohio. For her clearance sales she had tried newspapers with little success (bucking competition of larger advertisers). This year, for the first time, she tried a short letter to 900 good customers and prospects. Only nine lines and a two-line P.S. She kidded a bit about this being a "time to reduce" sale (reducing her stock). The diet would be pleasant (in reduced prices) to early arrivals. She stopped all newspaper advertising for a two-week period following release of the letters. Results were excellent. Shelves were cleared for fall merchandise. Says Ada Cook: "Customer comment was terrific." Reporter's Note: This is no reflection on newspaper advertising. We do not knock competitive media. All have their place. In this particular case... it just happens that direct mail was a better solution to a problem.

Here are more interesting case histories:

- Willoughbys Camera Store, 100 W. 32nd St., N.Y.C. builds traffic by constant use of personal letters.

After initial camera purchase is made in the store (clerk gets buyer's name, address) a personal, friendly letter is mailed thanking the purchaser and explaining Willoughbys developing and printing facilities. A sample print is enclosed.

This is followed by another friendly letter asking if the customer is fully satisfied with his purchase... "we do not consider a sale complete until we know that you are fully satisfied. If you aren't, we like to know about it."

The letter also offers free photographic information on any photo problem the customer might have.



THE ENVELOPE WITH  
*Pictorial* SALES APPEAL

**VISIT BOOTH 24**

# **DMAA CONVENTION**

SEPT. 30th, OCT. 1st and 2nd • HOTEL STATLER

**DETROIT**

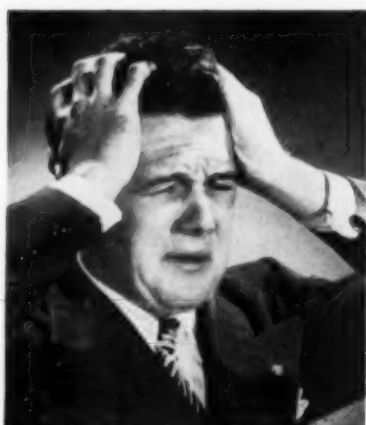
## **WOLF ENVELOPE CO.**

1749-1781 EAST 22ND STREET  
CLEVELAND  
PROSPECT 1-8470

## **WOLF DETROIT ENVELOPE CO.**

14700 DEXTER BLVD.  
DETROIT  
DIAMOND 1-2221





## 200 More Letters To Sign !!?

V. P.: "Darn it all, Sally, they've made a machine that will type these letters automatically. You'd think they'd make some sort of a thing that would sign 'em."

Sally: They do.

V. P.: Who does?

Sally: Autopen does.

V. P.: Who's Autopen?

Sally: Autopen Sales & Service Co. They make a machine that will write your signature thousands of times with real pen and ink.

V. P.: Sounds expensive. Couldn't spend company money that way.

Sally: Yes you could! The president, sales manager, advertising manager and treasurer all sign a lot of things. Use it for them too.

V. P.: Hmmpff!

Sally: Well, it just seems silly . . .

V. P.: What does?

Sally: Well, with all the trips, meetings and what not you Execs must tend to, it seems silly for you to be tied down to a job a machine can do. And any clerk can run the machine.

V. P.: Who'd you say made this thing?

Sally: Autopen. Autopen Sales & Service, 1026 Twentieth Street, N.W., Washington 6, D. C.

V. P.: Did you see an ad or something?

Sally: Yup, in The Reporter of Direct Mail.

V. P.: Well, let's send in for more information.

THEY DID: NOW WHY DON'T YOU?

### LIMITLESS SIGNATURES

Countless thousands of signatures can be reproduced from one signature recording. The strong plastic signature record can be removed, another put in its place in a few seconds.



Constructive criticism on the pictures the customer is taking is offered by photography experts.

The personal letter technique is also used for motion picture camera customers (offering free loan of a home film course on "Motion Picture Technique").

After six months of these periodic, friendly letters, Willoughbys sends this inactive account letter: (Multi-graphed on left side of letterhead; right side blank for answer).

Congratulatory letters to new mothers introduce Willoughbys film library for recording the baby's progress with pictures... offers to have a camera expert show Dad how easy it is to take home movies.

Willoughbys steady stream of personal-type letters cover many situations... and keep customers active in "the world's largest camera store."

Gentlemen:

Because we here at Willoughbys are human beings, too, we are just as curious about things as is the next man.

Our curiosity has been aroused any number of times about this, that and the other thing.

Today, however, the Willoughby curiosity is focused upon one person — You!

In making our periodic check-up of our records, we find that it has been a good long while since you used your Willoughby Charge Account. And we are curious as to the reason why.

Can it be because our service has displeased you? Or something happened not to your liking? Mistakes and misunderstandings will occur, even to the best of us.

We'd like to know why you haven't used your Charge Account, and we have provided space for your story right across the way.

Your reply will help us correct any mishaps, and enable us to serve our customers even better. Anything you tell us will certainly be appreciated.

Won't you let us hear from you at your earliest convenience? The enclosed envelope needs no postage.

Sincerely,

WILLOUGHBYS.

• Pat Goheen (20 Virginia Ave., Indianapolis, Ind.) is well-known to Reporter readers for his personalized letters. One of Pat's first jobs was for a credit manager of a large department store who was induced to go after inactive accounts.

To get the letter-writing job, Pat had to gamble on the job for 1,000 accounts. If it paid off, the store would pay him for the campaign.

One thousand accounts who hadn't purchased anything in 6 months or more were selected. The letters went out... at a total cost of roughly \$135.00.

The credit manager checked all of the recipients of the letter against their account records in sixty days.

More than 200 of the 1,000 took the time to answer. In turn, another record was cut and these 200 were answered by the store, thanking them for their reply, etc.

Sixty days later, part of those 1,000 "dead" accounts had spent \$16,700 with the store... at a sales cost of only *eight-tenths of one percent!*

The credit manager, naturally, became 100% sold. The next mailing to 3,000 "dead" names brought back \$33,500 in sixty days... sales cost fractionally higher.

A check also revealed that only one out of every 1,000 inactive account was actually peeved at the store or dissatisfied with any of its services. They had just "drifted" away.

Pat's "gamble" with the credit manager paid off. The store now starts writing to all accounts at the end of three months' inactivity.

• Clarke's Apparel Store, 317 S. Main St., Tulsa, Okla., built solid reputation as "The Friendly Store" with an extensive personalized public relations campaign. Accomplished almost entirely by personal letters from owner W. Harry Clarke.

Mothers of newly-born sons in Tulsa received a small pair of red corduroy pants for the baby with this letter:

Dear Mrs. Jones:

CONGRATULATIONS! Our very heartiest congratulations on your new son. You must be very proud of him — who wouldn't be.

Here are your son's very first pair of LONG PANTS — with compliments of Clarke's and our very best wishes to the baby and his parents.

Most sincerely,

(signed) Harry Clarke.

Parents showed pants off all over the hospital... later to relatives and friends. Good groundwork of relations for a new generation of customers.

The Clarke public relations mailings also included personal congratulatory letters to local newsworthy figures (about 50 to 100 a week); active direct mail support to organizations such as the local Boy Scouts, Safety Legion Club, etc. At graduation time, Tulsa's 5,000 seniors get a congratulatory card from the store. In August, this is followed up with a booklet of the latest college fashions. Salesmen follow through by actually phoning every name on the list.

New citizens in Tulsa have also felt the "friendliness" of Clarke's. Housewives are visited by a store hostess. Husbands receive personal "welcome" letter.

• John E. Wolf (6th and N. Robinson, Oklahoma City, Okla.) developed a systematic customer control direct mail plan for automobile dealers and service stations.

His plan included follow-up letters, cards, enclosures, bulletins, etc. for new and used car owners; active, inactive and prospective customers. His plan succeeded and grew to include training and sales bulletins. Today, his company is devoted exclusively to this type of services... with automotive dealer customers in every state.

John has taught and shown thousands of local business men how to get and hold customers... through direct mail. How to bring them in for more.

Incidentally... The Ford story to be told at DMAA convention in Detroit will prove beyond all doubt that direct mail is a powerful force in bringing customers in to dealers. The Roper survey for Ford influenced the company to increase its budget for direct mail to three million dollars for 1953. A 100% jump.

### DIVISION III: To Deliver Background, Sales or Public Relations Messages to Customers, Prospects, Employees or Other Special Groups.

If you are interested in this particular division of direct mail softening... keep a scrapbook of case histories as they are uncovered. Bringing people to you is fairly simple... if you handle the details correctly.

This is a hard nut to crack... for *this reporter*. No brief study such as this could cover all the ramifications.

House magazines, for example, are in this category. And there are some 6,000 of them reaching close to sixty million total circulation per month. Every one of these privately printed (by individual companies) publications answers the problem of keeping some specific group *informed* regularly. How well each accomplishes its purpose is up to the individual editor. But there are hundreds of success stories.

Annual reports to stockholders is another division of this subject. Nearly as widespread coverage as house magazines. It has grown so important as a solver of management problems that *Financial World* runs an annual contest to select top-bracket performances. The subject can be researched by studying those awards.

# TEST THIS NOW!

THE OTHER SIDE IS A BLOTTER

Empire Electric Supply Corp.  
Arcade, New York

## IT'S HERE!

Factory Parts Catalogue and Supplement

Contains Over 100 Pages of ILLUSTRATIONS PARTS • PRICES • QUANTITY LIMITED

Mail Card Today!  
It's inside this blotter!



Smith Appliances Co.  
711 Main Street  
Anytown, U. S. A.

MORE READ-  
Y Blotter is a  
new thing, the  
first to be  
used as a  
mail card!

### Advantages of

### Respons'N-Blotter

1. Your reply card is in the blotter.
2. Blotters stay before your prospect. Not filed. Not thrown away.
3. Your reply card is already filled-in, and asks to be returned all day, every day, every time your prospect uses the blotter!
4. Preaddressed reply card does away with scribbled unreadable answers. Never gets mislaid.
5. Respons'N-Blotter is a self-mailer (flap tucks in behind card). One addressing does it all!

### PRICES

5,000...3¢ per set 10,000...2 1/4¢ per set

Write for samples.

## RESPONS'N - BLOTTER

10 Hanover St. • New York 5, N. Y.  
WHitehall 3-6249

# KOREAN VETERANS LISTS

Mail-Ad Co. has all the Korean vets' home addresses and rank who have returned since commencement of rotation program.

### YOU CAN ORDER BY STATES!

Group 1 (returned to states April 1951 to September 1951)	52,582
Group 2 (returned to states September 1951 to April 1, 1952)	28,082
Group 3 (returned to states April 1952 to June 1952)	61,966
Group 4 (returned to states June 1952 to February 1953)	76,074

Total to date 218,704

Write us for state breakdown or order all available for states you are interested in. Available on labels \$15.00 M (first copy); \$10.00 M (second copy); \$5.00 M (third copy). Discount copies must be ordered at same time as first copy.

### MAIL - AD CO.

469 So. Robertson Blvd., Beverly Hills, Calif.

## FUND RAISERS

There are a lot of sound money raising approaches but, deciding which of them you can use successfully for your appeal is always a problem.

Our business is helping non-profit organizations to increase their income through improving their direct mail fund-raising methods.

When questions arise as to *What To Do* and *How To Do It*, get in touch with

### WILLIAM M. PROFT ASSOCIATES

27 Washington Place East Orange, N. J.

Telephone ORange 3-2233

Specializing in the counseling and dramatizing of direct mail fund-raising.

Informative booklets, catalogs, product leaflets... are another big part of this division. Of tremendous importance in the industrial field. General Electric, for example, has an information distributing division at Schenectady, which handles preparation and distribution of literature for more than 1,500 products.

If this type of direct mail is the right answer to your particular problem... you will probably need the advice of experts. And there are many experts in the agency and creative printing fields.

Many companies are using direct mail to solve labor-management problems (including internal house magazines). A recent report in the bulletin of the United States Chamber of Commerce told how the Dayton (Ohio) Pump and Manufacturing Co. sent letters to all employees at their homes, inviting them to a special luncheon on a certain day. The company was preparing to start producing and marketing a new pump. The free luncheon party was a huge success. The company was able to make all employees familiar with the new development.

• The Schaible Company (Summer St., Cincinnati, O.) had a problem of creating interest in their line with salesmen who were also representatives for 40 other manufacturers.

At Christmas time, a personal letter was sent to all salesmen's wives. Letter was a mixture of a gag-aproach and down-to-earth sentiments to build good will with wives and get them to interest their husbands.

It was addressed with MRS. emphasized by all caps, red and black underline... mailed so it would reach the home Special Delivery on Sunday.

Reaction was tremendous. Men who received the letter at the door were curious about the Special Delivery letters to their wives. Many wives kept their husbands in suspense for some time.

The Schaible Company received immediate answers from the wives... and not long afterward the salesmen also answered. Of the many firms the salesmen represented, Schaible was the only one to do something about the wives. Appreciation and interest in the company itself was established.

Result of the letter was that wives were getting the salesmen off to an earlier start in the morning, taking a more active interest in Schaible sales, etc.

• Standard Pressed Steel Company, Jenkintown, Pa. and its agency Gray & Rogers, 12 S. 12th St., Philadelphia, Pa. have solved the problem of getting salesmen's time, interest and energy with a new type of sales letter.

The SPS Letter is devoted to different topics of interest to the salesmen... ranging from heat treating and quality control to sales tips and application of SPS products. The letter does an educational and selling job at the same time.

The monthly mailing is sent to 3,000 SPS distributor salesmen... giving them a variety of topics in small doses. Each month a different topic is covered by a non-technical approach. Format is a four page, two-color 8 1/2" x 11" folder for easy filing.

Attached to the SPS Letter is a short memo from Vice-President J. W. Friel about the company itself. Typical of these is this one:

May, 1953

Gentlemen:

The principal reason SPS is able to make such splendid products is because we have more than 2,000 enthusiastic people working for us.

Our folks have steady employment and the pay is good. The rules and regulations are few, and everyone gets a fair deal.

There are liberal vacations with pay and sick leave allowances; medical care and hospitalization in the plant with a doctor and nurses in attendance. Disability insurance, life insurance; retirement pension as long as you live when you get too old to work. The entire cost of all this is paid for by SPS.

You can't buy enthusiasm, you earn it, because enthusiasm is generated by understanding.

We haven't run a "help wanted" ad in 20 years. The best asset SPS has is the people working for us!

Sincerely,

STANDARD PRESSED STEEL CO.

(signed) J. W. Friel  
Vice-President

There are plenty of other case histories with different twists:

Here's a personnel problem... this one from Joliet Federal Savings and Loan Assn., 20 Scott St., Joliet, Ill., described by James I. Toy, Jr., director of public relations:

"The problem that we felt was a big one for our organization of \$30,000,000 in assets and approximately 40 employees was to maintain a contact with our employees on the friendly personal basis that we used to have when we were a smaller organization. We felt that we simply cannot afford to allow our employees to think that we are not interested in each of them personally, and anxious to tell them all the details of operation that they used to know.

So on that basis we decided that we would put out a one or two page newsletter each month written personally and signed personally by the managing officer. We called it "Just between us". In this short newsletter which was sent to each of the employees addressed at their home we attempted to bring out the various details such as growth and comparisons with competition and promotions of individuals, and achievements by individuals so that everyone can share in the joys and share in the knowledge that will be beneficial to all concerned. In operating this newsletter we haven't had much experience as yet, but we have found in the few issues that we have used, that it has done what we wanted it to do to provide information





for our people. We use this newsletter as a supplement to our monthly employees meetings, finding that we can put things in print which we can't sell too well or too clearly in a regular staff meeting.

This is the best example I can give you, Henry, on the operation of our direct mail program inside the office. On the outside we have used a direct mail contact to let people in the outlying small areas know that we have an organization in town which would be happy to do business with them, and one which is probably better suited to their needs. We have started a battery of three letters which have been sent to various people, selected from the telephone book from each of the areas. We are just now getting results from that first series of mailings, and those results look to be very good as a start. . . . .

• A small, house magazine-type bill enclosure solved an information problem for New Jersey Bell Telephone Company, Newark, N. J.

Information on delays in new equipment, restriction of non-essential phoning, pleas to consult phone book before calling information, etc. are effectively presented to over 1,100,000 N. J. Bell customers through *Tel-news*... a colorful monthly bill enclosure.

*Tel-news* devotes about half of its space to chatty, informal history, traditions, folklore, industry, facilities of New Jersey. The remaining space is devoted to putting the telephone company's message across.

The informative enclosure is used for school class talks; by women's club groups, libraries, etc.

Mail response on the short New Jersey stories published is staggering... ranging from school boys to bank presidents.

Surveys indicate that *Tel-news* gets the phone company's message over better than they could with any other media. *Tel-news* enjoys a 65-75% "never miss it" readership.

• For a local bus dealer, George Yakobian Associates (ad agency), 210 St. Clair St., Toledo, 3, O. solved the tough problem of getting the sales message into the homes of highly specialized and intelligent school board members.

After the dealer's failing attempts with newspaper, radio, and direct mail Christmas and New Year premium greetings... Yakobian Assoc. hit on the idea of a "personalized" house magazine.

## Put Extra Drama Into Your Mailings with "PULL-TAG" ENVELOPES

Here's the way to get a series of dramatic surprises to capture and hold your prospects' interest: *just enclose your mailing in a "PULL-TAG" ENVELOPE!*

- Tie-in cover message calls attention to the novel string opener!
- —the string opener that a reader can't resist Z-I-P-P-I-N-G open!
- And a big surprise! At the end of the string is a tag, or a series of tags, printed to put across an extra sales-making bonus message for your product!

Write for samples and prices!

### ENVELOPERS

A mailing envelope that can't be beat as a sure-fire way to get a prospect inside. No one can resist pulling the string that Z-I-P! opens the envelope!

### THE CONNELLY ORGANIZATION INCORPORATED

1010 Arch Street, Philadelphia 7, Pa.

Phone: Market 7-8133

The "Department Store of Direct Mail"

RETURN-A-CARD SALES LETTERS • FLASH CARDS • ILLUSTRATED BULLETINS  
TRIPLE HEAD MULTIGRAPHING • TANDEM PRINTED LETTERS • ADDRESSING • MAILING  
SEASONAL & HOLIDAY STATIONERY

Price: \$2.00 per copy



And don't forget Horan's "around the clock" service whether your problem is black and white, benday or color process.

## GET THE FACTS!

### PHOTO-ENGRAVING COMPLETELY EXPLAINED TO THE LAYMAN

Now — "brush-up" with this modern, complete and fully illustrated guide to correct photoengraving methods.

24 HOUR SERVICE

108 pages—Lavishly illustrated in black and white, and color

### HORAN ENGRAVING COMPANY, INC.

44 WEST 28th STREET, NEW YORK 1, N. Y.  
Tel. MU 9-8585 • Branch Office: Market 2-4171

Please send me (prepaid) ..... copies of your 108 page revised book, "The Art and Technique of Photo-Engraving."

My check for \$..... is enclosed.

NAME.....

STREET.....

CITY..... STATE.....

## GUMMED LABELS

33 on a sheet, 16,500 in a ream

20 reams .....	\$2.75 per ream
10 reams .....	3.00 per ream
5 reams .....	3.25 per ream
2 reams .....	3.50 per ream

One Time Carbon — \$4.10 per Thousand  
Size 8½ x 11

Free Truck Delivery in Manhattan and Brooklyn

**m. victor, addressing service**

130 Flatbush Avenue STerling 9-8003 Brooklyn 17, New York

The single sheet (8½" x 11") bulletin contained articles of interest only to the board members. Titles included: "Bowling Green Choral Group Makes New England Trip," "Arlington School Seeks \$217,000 Expansion Fund," etc."

Articles on the superiority of the dealer's buses were slipped in with school news items.

Although no immediate "return mail" sales resulted... the dealer soon found closed doors opening. Board members became familiar with both the dealer and his buses. Sales finally resulted after the h.m. bulletin built up reputation.

Sometimes an effort in this division three of sales softening takes a lot of planning. We liked the report given to us by John H. Raymond, promotion director, Moody Bible Institute, 820 N. LaSalle St., Chicago 10, Illinois. We can't illustrate all the samples... but this is the way John describes how their current problem is being solved:

“Briefly, this is the set-up: (1) Our publishing arm, the Moody Press, decided on issuing a new Bible story book. (2) The market for such a book is rather limited, especially in the face of several standard works that have been on the bookshelves for many years. (3) Realizing that the usual promotion wouldn't do, it was decided to make an unusual attack with direct mail as the base ammunition. (4) Enclosed are the pieces used. They include magazine ads, letters, special letterheads and envelopes, labels, window streamers, mailing cards, leaflets, discount offers, advance pre-publication offers, salesmen's helps, dealers' helps, etc. But the unique strategy used to impress the new story book on dealers' minds was to make all the material go out in the name of the "Moody Bible Story Book Department"—instead of just "Moody Press". This gave added emphasis to the name of the book.

The campaign went to both agents and dealers, in this order:

1.—The Jumbo cards giving advance notice and offering special discounts.

2.—Large dealer kit was mailed and included:

- a—sample book-jackets,
- b—sample picture page from book,
- c—circulars,
- d—pre publication certificate order forms,
- e—business reply envelope for orders,
- f—window streamer,
- g—letters on special letterheads.

In support were magazine ads, point of sale displays and salesman's helps.

The colorful label was used for all shipments, instead of the usual "Press" label. . . . ”

John Raymond's report above might be classified as direct selling... but it really supplied background material so that dealers could get started selling.

We'll wind up this section by including two case histories supplied by John D. Yeck, Yeck and Yeck, Talbott Bldg., Dayton 2, Ohio... one of the most ardent advocates of the idea that *direct mail* is only a tool for solving management problems.

### The Centers Of Influence

“This is how Extermital Chemicals, a Mid-West firm which sells termite control chemicals to licensed operators, uses direct mail to solve a serious business problem.

Reputable termite control people find "suspicion" on the part of prospects one of their big hurdles. Racketeers have hurt the business for years, by using high-pressure "scare" tactics and a quick getaway. About five or six years ago Extermital decided to combat this with a public relations plan based on direct mail.

W. H. McCain, President of the company, reasoned if key "center of influence" people in the community served by Extermital were made aware of the company's character, the feeling would filter down to ordinary prospects.

He chose the heads of lending institutions as the "most important people in town" for Extermital. His theory was this: when it comes to repairs or improvements on the house, the average home owner is willing to take his banker or savings and loan secretary's word for the reputation of the firm he is dealing with.

McCain did not expect fast action. He decided in the beginning that plans would be made for a year-in year-out friendly mail contact with the financial people. Through the years since then, continuous contacts have been made.

The usual format is a letter from McCain as President of the company. The letters are tied into the interests of the lending institutions... the preservation of the property owned by their customers. On occasion, literature is offered to the institutions who care to distribute it. Thousands of pieces of Extermital literature have

been distributed in this way, with the bank's imprint on the literature as a source of further information. Many institutions have included displays of termite damage and control methods in their windows and lobbies as a result of offers of such material through the mail. Some institutions have agreed to allow Extermital operators to inspect each piece of property on which they have loans, in a search for termite infestation.

A particularly close bond has grown between the Extermital Company and Ohio savings and loan associations... to the point where Extermital now publishes a daily mimeographed "newspaper" at the annual Ohio savings and loan conventions. Many savings and loan organizations have publicly gone on record as approving of Extermital work and, by now, almost any of them recognize the name favorably.

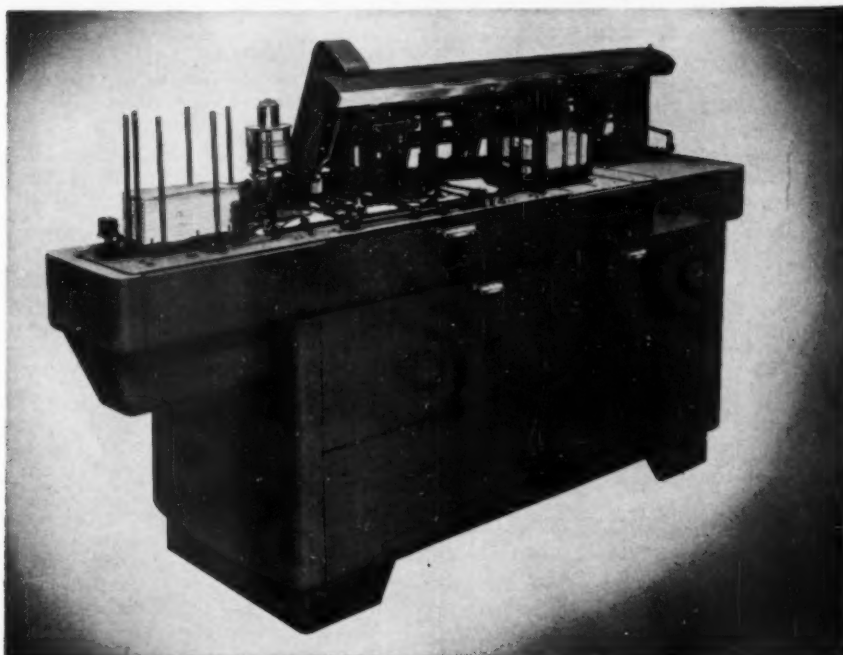
The direct mail campaign has not been used in all of Extermital's territory. At the beginning of the program, local operators were given their choice as to whether or not they were interested in it. A couple of years ago, after the program had been in operation for two or three years, an independent survey was made of the reactions of the heads of financial institutions throughout Ohio and Indiana. In a completely blind mail survey, where the brand name of Extermital was well hidden in a large group of brand names, results showed that the favorable reactions on the part of such people were more than doubled where the direct mail was used. The full story of this survey was contained in Extermital's "Best of Industry" portfolio in the DMAA contest. The pattern of the direct mail contacts has changed somewhat over the years. At first, they were almost entirely informational, to make sure that the lending institutions understood Extermital's position.

After a little while the letters, always friendly, were based on the interest of the lending institutes and the benefit to them and to home owners of Extermital Termite Service.

Although this campaign was in no way designed to make sales, it not only has provided leads for sales to home owners, but also has actually resulted in a number of contracts for treatment of bank buildings themselves. . . . ”

One last case history from John Yeck. It could be classified under a different division... questionnairing. But here the problem concerns getting

*New and Improved*



## INSERTING & MAILING MACHINE

**One Machine and  
One Operator mail  
30,000 to 40,000  
pieces per day -**

**CUTS COSTS BY 80%!**

**I**NSERTING & MAILING MACHINE is the only piece of equipment ever built which successfully and automatically executes all mailing operations. Operator loads feed bins and removes finished mail. The machine does the rest.

Vacuum-tipped steel fingers gather as many as eight enclosures, open envelope, insert enclosures, moisten and seal envelope flap.

Then, without removing mail from the machine, postage metering device meters the mail or printing unit imprints postal indicia on envelope. Pieces come off the machine, counted and stacked, ready for the mailbag, at the rate of 3,800 to 5,000 per hour. Such speed achieves tremendous savings of time, labor and overhead. Mass mailers often reduce costs by as much as 80%. Mailings go out on schedule, mailing departments run more smoothly. Mail processed by machine is cleaner. There is less waste, less spoilage.

### NEW FEATURES INCREASE SPEED, IMPROVE PERFORMANCE

Today, *Inserting & Mailing Machine* is redesigned and improved. It mails faster - see built-in postage meter and new power-driven stacker. It looks better - note smart streamlined cabinet. It serves more users - check Special Model for large pieces.

### YOURS FOR THE ASKING

Illustrated booklet describes the new, improved *Inserting & Mailing Machine*. Write for your copy today.

**INSERTING AND MAILING MACHINE CO**

PHILLIPSBURG, NEW JERSEY.



#### GATHERS ENCLOSURES

Simply load feed bin with separate inserts, as many as eight. Vacuum-tipped fingers gather them one by one.



#### INSERTS IN ENVELOPES

Faster than the human hand—mechanical fingers open envelope and insert all enclosures.



#### SEALS ENVELOPES

In successive operations, machine moistens envelope flap, then firmly seals envelope.



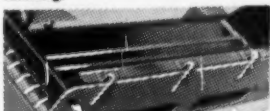
#### METERS POSTAGE OR PRINTS POSTAL INDICIA

Machine available to fit requirements. Model PM meters your mail; Model PI imprints postal indicia on envelope.



#### COUNTS AND STACKS

As part of the same automatic operation, machine delivers mail—counted and stacked, ready for the mailbag.



#### NEW POWER STACKER

Increases capacity, reduces handling. Standard equipment on Model PM. Also available on Model PS.



#### HANDLES LARGER PIECES

Model B now available to insert pieces up to 8½ x 11 in 9 x 12 envelopes—such as catalogs, magazines, advertising material.



#### CONSOLE-TYPE CABINET

Streamlined cabinet gives handsome front-office appearance. Shuts in motor noise, shuts out harmful dust. (Model SL.)

GATHERS ENCLOSURES

INSERTS INTO ENVELOPE

SEALS ENVELOPE

PRINTS POSTAGE INDICIA

COUNTS & STACKS



background material for dealers and their customers. Giving news about product development:

#### Product Improvement With Direct Mail

“About three years ago, the Huffman Manufacturing Company introduced the Huffy Mower, an electric powered lawn mower which uses four small blades on a whirling disc to cut the grass. Its tremendous sales success, according to H. M. Huffman, President, stems from the fact that, on going into the business of manufacturing lawn mowers, the company found out exactly what the consumer wanted a lawn mower to do before it decided on a final design. Public acceptance of the mower, as a result, has always been ahead of wholesaler and retailer acceptance. While that made sales to wholesalers and dealers difficult, it also helped in that the mowers sold much faster than anticipated.

Huffman wants to keep continually in touch with the users and prospects for the Huffy mower, in order to make product changes which keep up with the desires of the people who actually buy at retail.

To do this, he uses an annual questionnaire directed to a selected group of Huffy buyers. The questionnaires are mailed at the end of the mowing season each year and they give the company continuous facts on user desires.

This isn't new, of course. General Motors is a prolific user of elaborate questionnaires designed to find out what people like and do not like about their products. Huffman's questionnaire may be a better example, for some companies, however, because it is quite inexpensive and has brought the desired results.

About sixty per cent of the people who receive questionnaires return them, completely filled out. In addition, over fifty per cent of those who return questionnaires take the time to write in some comment or other. These comments are often extremely friendly and helpful. Some men with ideas about design improvement will actually send in drawings or specifications to accompany their recommendations.

The accuracy of the mail approach seems to be beyond question. The returns are extremely sensitive. For example, in the early months of 1952 a few thousand Huffy mowers were

shipped with what was fondly assumed to be an "improvement" in the handle connection. Accelerated tests in the factory had shown it superior to the old method. However, as has happened to manufacturers before, actual use developed bugs. Production returned to the old method, but not until a few thousand Huffy mowers were sold.

The returns from the questionnaires sent in the fall of 1952 reflected this change sharply.

On the other hand, areas in which no change had been made in the mower were remarkably steady. With those exceptions (where the product had been changed) the ten most liked features of the Huffy mower remained most liked and in the same order.

Huffman finds these methods of keeping in contact with the ultimate user of his product a practical way to keep the product up to the minute. After his experiences, he knows that he will discover any weaknesses the product might develop, whether they are discovered through normal channels or not. Most important of all, this method of contacting users is inexpensive. He is confident of his accuracy. . . . . ”

## at Booth #51...

Don't miss Cupples-Hesse's exhibit of envelopes designed especially for direct mail and employed by some of the Nation's largest users of that advertising medium.

You'll get ideas . . . and you'll see just what the right envelope can do to help you boost your direct mail returns. Want to see envelopes that feature color printing, custom embossing, personalized design that adds real pulling power to any mailing? Then don't miss the Cupples-Hesse show—BOOTH #51 at the DMAA convention.



### Cupples-Hesse Corporation

ST. LOUIS

DETROIT

DES MOINES

Offices in 24 Key Cities

# D M A A

# World's "Largest Circulation"

**N**ames and addresses of 39,977,700 passenger car owners and 8,427,900 truck owners . . . families and concerns who buy more than three-fourths of the nation's consumer goods . . . arranged by street and number . . . by city, county and state . . . by make of vehicle and year model . . . are available to the nation's largest advertisers. Yearly, R. L. Polk & Co. compiles for the automotive industry the official registration list of car and truck owners — the largest, most accurate mailing list in the world.

Through this great "circulation list," and through Polk's nation-wide direct mail advertising distribution facilities, the automotive industry and hundreds of other major concerns reach selected markets for their products . . . send advertising messages pin-pointed to the very prospect or customer they wish to reach . . . each advertising message imprinted with the local dealer's firm name and address, and sent to his own selected sales territory.

This world's greatest "circulation list" is a major sales tool used by industry to help move the goods and services that keep our economy rolling, helping to sell not only automobiles, but oranges, magazine subscriptions, vacation tours, and household appliances.

**R. L. POLK & CO.**  
*Serving the Automotive Industry and its Dealers since 1923*  
**MOTOR STATISTICAL DIVISION**  
431 Howard Street • Detroit 31, Michigan

#### ALSO

- PLANNED DIRECT MAIL PROMOTIONS
- CONSUMER RESEARCH
- CITY DIRECTORIES
- AUTOMOTIVE STATISTICS
- POLK BANK DIRECTORY
- MAILING LISTS
- CONTEST MANAGEMENT

Branches: New York • Chicago • Philadelphia • Cleveland • St. Louis • Cincinnati

We repeat again... our only purpose in giving you these case histories is to emphasize the importance of solving problems with intelligently planned direct mail. There may be better case histories. More applicable to your business. But all problems (including yours) require fact analysis and analysis of resistances.

## DIVISION IV: To Secure Action from Prospects by Mail

At this point, we should refer you to last year's study, *How to Think About Readership of Direct Mail*. Don't want to duplicate. In the readership survey we were simply trying to prove or record the varying degrees of readership of direct mail pieces in relation to the purpose. At that time, we gave you 30 definite case histories showing the exact percentages of response received from mailings where the primary purpose was to pull a response of some sort other than an immediate order.

We could quote the same identical case histories to show how a specific problem was solved by an intelligently prepared mail contact. But instead of repeating, we'd rather have the "students" get the readership survey (*Reporter* booklet) and add the material to this study. They will get plenty of information on such activities as:

- (a). Getting 30% requests from 185,000 executives for a free mechanical gadget (which was a constant advertising reminder).
- (b). A 55% response requested an air mail route map.
- (c). An 81% response requesting a catalog of parts.
- (d). A 50% response to two letters offering information on various types of ropes for industrial application.
- (e). An office equipment manufacturer who averages 4% to 5% requests from executives for informational methods booklets.
- (f). A 10.7% response from painters asking for offered samples by paint manufacturers.
- (g). Reports on returns received from pharmaceutical manufacturers offering samples to physicians.
- (h). Reports on list cleaning efforts (getting action) with percentages running as high as 60%.
- (i). How the Navy secured an average 13% requests for booklets describing pilot training.
- (j). How security brokers have used direct mail to secure inquiries for booklets.

In other words, this division of "sales softening" by mail contacts covers the map. We are not interested

Note: For a good booklet giving case histories of successful inquiry developing efforts... write to Charlie Binger, Reply-O Products Company, 7 Central Park West, New York 23, N. Y. and ask for "It was answers they wanted."

right now in percentages of return. Only... that many management problems can be solved by going after some sort of preliminary action on the part of the prospect rather than a direct order.

If that seems to be the kind of answer your problem needs... then study what others are doing. We'll give you just a few additional idea-stimulating case histories.

**CASE:** We liked this humorous report received from Philip J. Dahlberg, Public Relations Division, The AP Parts Corp., AP Bldg., Toledo 1, Ohio:

“Once in a copy writer's lifetime he wants to test some copy that is directly the opposite from the standard rules and regulations. The opportunity recently presented itself to Albert Joseph, Advertising Manager of the AP Parts Corporation, when he found himself with a quantity of point of purchase gimmicks, too few in number to plan a campaign around, and yet sufficient enough in quantity to do the company some good if they were located on automotive jobbers' counters all over the country.

His gimmick was a counter-sized pin ball machine that demonstrated the silencing qualities of AP's new "fenced-in" silencing construction of mufflers... a thousand of them.

Joseph composed the following letter and conceded that he did not abide by direct mail rules, but wanted to follow his "hunch" that the letter would click:

TO ALL AP WHOLESALERS

Gentlemen:

Will you bet me two bucks that we can increase your dealers' interest in AP Mufflers by at least 400% — without a bit of time or effort on your part?

Fill out the enclosed card and we will send you the most unusual — and the most effective — muffler sales gimmick we have ever seen. We're not telling you what it is; we don't want to spoil any of the fun you will have when it reaches you.

All we'll tell right now is that it's not big, not bulky, can't go out of order, fascinates people — and cost us seven bucks.

We are asking you to gamble two bucks on it. If you like it, keep it. If you don't think it's worth the two bucks, send it back.

Bet's on? Then send in the card!

Kindest personal regards,  
THE AP PARTS CORP.

(signed) H. Gail Krei, Sales Mgr.

To give it a fair trial, he had one of his assistants compose another direct mail piece — a conventional sales letter — that explained the pin ball ma-

chine fully and which ended with a rather formal request to write in for one.

A trial run was given both letters. One sales territory was selected and half the jobbers received the "two bucks" letter and the other half received the standard type. Results were that Joseph's hunch paid off to the tune of more than 50% returns or sales while the formal letter received 33%. This was on a test of 48 jobbers, and the returns were counted within a week of the mailing date.

The results prompted Joseph to send the unique letter to all of AP's jobbers, figuring that similar return would release all but a token few of the pin ball machines. He was more than right. Within two weeks of the national mailing to 1,300 selected wholesalers, 714 pin ball machines were sold via the enclosed return card!

Joseph has had his fling and remarks that he realized that this type of mailing should not be a common practice, but that he believed the surprise move had the desired effect. To repeat might be fatal.

The report above reminds us of a case history in the Dickie-Raymond (80 Broad St., Boston 10, Mass.) house magazine *Direct Results* for August 1953. In describing a test inquiry-developing effort for Gray Audograph, this conclusion was reached: "When offering the booklet we tested two letters... one light and humorous... the other serious. The breezy letter won hands down... exactly doubled response to its deadpan counterpart." Which, of course, means that there is more than one way to solve any specific problem. That's important.

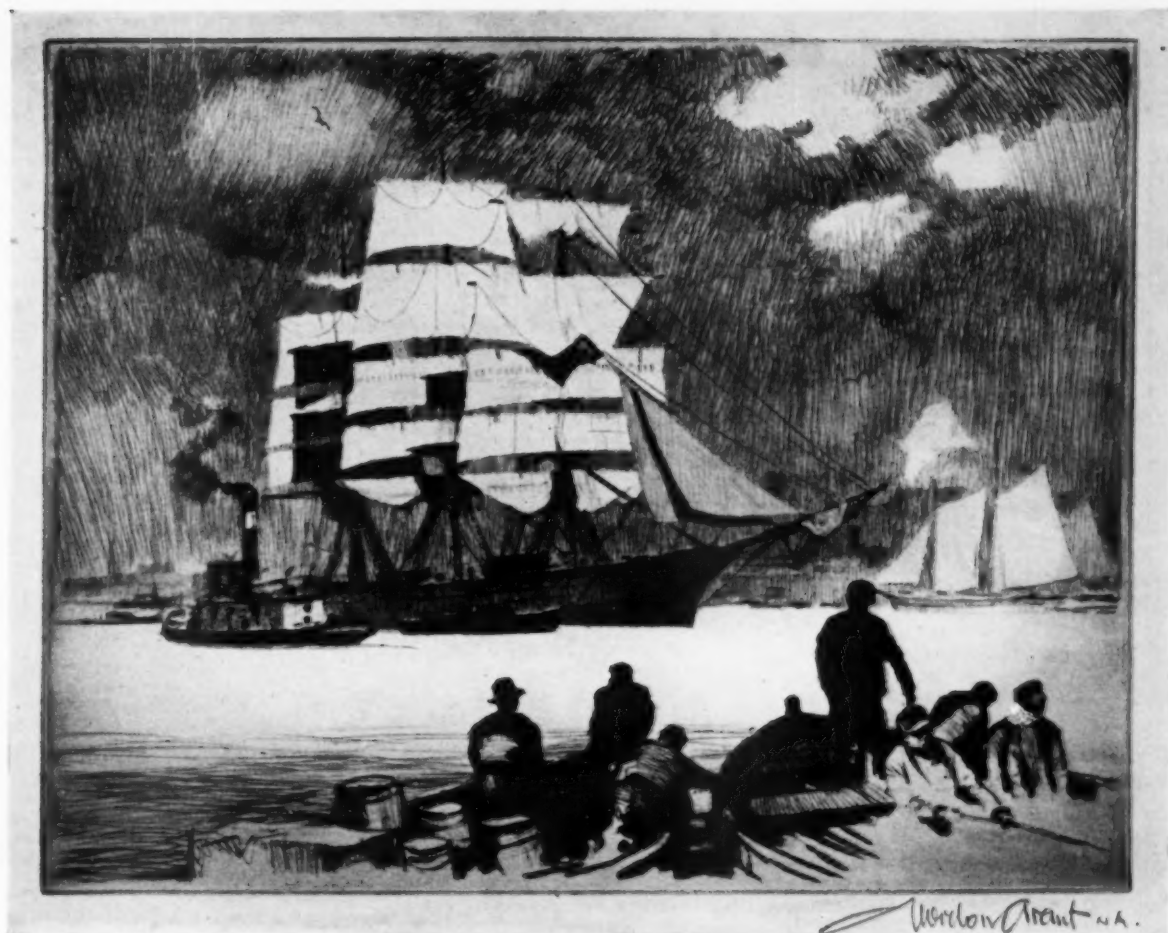
Here's a quickie report mailed August 10, 1953 by always busy Joe Gutheinz, advertising & sales promotion manager, Diebold Incorporated, Canton 2, Ohio.

“**Problem:** New division of company with distribution through dealers. Cost of direct contact too expensive.

**Solution.** Direct Mail. Series of six letters aimed at obtaining inquiries. Follow-up of inquiries by direct mail.

**Results:** 60,000 letters mailed to 10,000 dealers. 3,323 inquiries received from 10,000 list. 3,223 inquiries answered with letter, initial order for \$150 and promotional packet. 302 dealers established. \$41,000 initial business. \$27,000 repeat business in ten months. \$6.33 cost for \$100 worth of business to July 31, 1953.





HOME PORT, a delightful dry point etching by the master craftsman, Gordon Grant.

## Navajo Cover

offers a velvet-smooth surface for fine printing by letterpress and offset. Fine detail and heavy solids, so difficult to handle on many cover stocks, are easily reproduced on Navajo. A bright white in 50, 65 and 80 lb.—a soft ivory and nine brilliant colors in 50 and 65 lb.



Mohawk  
Paper Mills

**M**any  
**V**olume mailers  
**I**nsure  
**C**lean and accurate  
**T**ypewriter addressing by  
**O**rders through Victor.  
**R**ite or call for rates

130 Flatbush Avenue  
 Brooklyn 17, New York  
 Sterling 9-8003

### Convert Your Prospects Into Customers

How will your product or service benefit people? *Folks buy protection against hazards in the form of an insurance policy. They purchase recreation in acquiring fishing tackle or golfing equipment.*

This interesting approach is featured in letters and literature prepared for my clients. *It works!* Send for free folder explaining effective methods suitable for your business.

#### EDWARD W. OSANN

Creative Letters and Advertising Literature Since 1910

Member

Direct Mail Advertising Association

175-35 88th Ave., Jamaica 32, N. Y.

REpublic 9-2244

### What a Dollar Will Do For a Mailing List User

It will bring him once a month for a year **LISTS AND LISTINGS**, the monthly newsletter of know-how and data. Edited and published by Walter Drey, based on his more than 40 years' experience. Contains lists of new rentals available monthly, list summaries organized in all categories with a common denominator and a monthly "Know-How Know-Why" feature article such as "The Unknown Factor in the Use of Mailing Lists." Send your dollar today under guarantee of its return if not satisfied. **WALTER DREY, INC., 257 Fourth Avenue, Desk 304, New York 10, N. Y.**

That rapid-fire case history shows action-getting first, then orders. Incidentally, Joe has promised a feature story about his operations for a near future issue of *The Reporter*.

A community problem can be solved by direct mail. This case proves it.

A few years ago, the Board of Trustees of the Dayton Public Library became quite concerned over the gradual reduction in the amount of money allotted to them by the County Budget Committee, which controls all their funds. It had become necessary to close the library one or two days a week, to have limited service from the branches, and reduce the staff considerably.

After a number of years of direct appeal to the budget commission, the Board turned to a small group of interested citizens and asked them to help.

The major suggestion was a "one letter campaign." The letter was sent to a few thousand names including known patrons of the library, and men and women with some indication of civic interest.

The letter clearly set forth the problem, set forth the names of the three men who comprised the Budget Committee, and pointed out the decision rested entirely with them.

The letter diplomatically went on to say that the library trustees did not in any way blame the Budget Committee for lack of funds. They felt that the committee elected to carry out the desires of the citizens of Dayton, were acting as they thought the citizens would have them act.

If you believe the library should provide full service to the community, and you have *not* told the Budget Committee how you feel, the letter implied, perhaps it is *your* fault that the library is closed.

The letter went on to say that the Budget Committee was happy to receive letters from citizens interested in the subject before them and suggested that interested people write the committee stating their views.

Quite a few people responded. How many, the trustees had no way of knowing, but it doesn't take very many letters on an otherwise routine subject to interest elected officials in that subject and the Budget Committee increased the library budget substantially that year.

**CASE:** Personal catastrophe problems have been solved by direct mail. One of the best recent cases came from a salesman of the Panther Oil & Grease Mfg. Co., Fort Worth 1, Texas. His

customers were surprised recently to receive a letter from All Saints Episcopal Hospital. A multilith job. Reproduced beside hospital letterhead (at right) was a picture of A. R. "Irishman" Kennedy in bed with his arm stretched up on a ceiling pulley. Beside him sat his wife, Pearl, with her arm in a sling. Between them, a wedding anniversary cake. In a cartoon balloon above photo "Irishman" is saying: "If you think I'm a sad looking specimen, just wait 'till you've battled the storms on 'the sea of matrimony' for 40 years . . . and see how you look!"

The copy in the letter is too good to be buried in the files . . . so we'll squeeze room for it:

Man! I really look like a fellow who's been married 40 years, don't I?

The predicament I'm in reminds me of a close friend who's been married a "coon's age" himself. One day I asked him, "John, have you and the wife ever had a fight?"

"Only ONE," he replied. But after thinking for a minute, he added: "It started the night we were married and hasn't ended yet!"

That's about the way I look now — like I've just gone thru a forty year fight!

Seriously tho, my present mass of broken bones and battered body has nothing to do with my FORTY YEARS of marital bliss. It all started early Friday Morning — July 31st. Pearl and I were leisurely cruising down the highway near San Antonio, Texas. When all of a sudden, and without warning . . .

Wham! Bang! Crash!

The car and I were scattered up and down the highway for a hundred yards. And Pearl was thrown completely out of the car and into a farmer's cotton patch.

One of those low-flying Hot Rod Whiz Kids decided I was retarding progress with my measly forty miles per hour. He didn't have quite enough altitude to go over me. So rather than to bother with going around, he decided it was more expedient to go THRU me. He did! And now I have several painful weeks of convalescence in which to reflect on the jet-propelled speed of our so-called "Hot Rod Era." !

All of which threw a monkey in my plans to call on YOU soon!

Having had the pleasure of selling you **BATTLESHIP LIQUID ASBESTOS ROOF COATING** in the past, I knew it was time to discuss YOUR ROOFING WATERPROOFING PROBLEMS with you again. This I fully intended to do during August. But as you can see, I'm indisposed for awhile.

So I've asked my friend Oscar Swallow—"Your Man FRIDAY" in the HOME OFFICE—to enclose an ORDER BLANK with this explanation to you. And if you'll jot down your present needs, and mail them back to us, I'll be eternally grateful.

PANTHER pays my full commission—which the doctors, nurses, and hospital sincerely appreciate. And I'll try to express "MY THANKS TO YOU" in SERVICE, once I'm able to look after your roofing needs again in person.

Pearl joins me in sending you FORTY THANKS for your ORDER now . . .

. . . one for every year of our married life!

(signed) A. R. Kennedy

A. R. "Irishman" Kennedy

YOUR PANTHER FIELD MAN

In this case . . . orders were asked for. But the important action desired was that the salesman be *remembered* during his hospitalization. That was the problem.

One more case of getting action . . . even though the action is nothing more than building over a period of time a state of mind toward, or acceptance of, a product. Supplied by John D. Yeck, Yeck and Yeck, Talbott Bldg., Dayton 2, Ohio. (Seems like a lot of our problem-solving material has originated from the State of Ohio):

“Here’s a management problem that direct mail has solved for the inventors and manufacturers of Flexicore floor and roof slabs. Flexicore is a fairly recent development in the building field. You might call it a pre-fabricated section of a cement slab, with two very important additions. The steel reinforcing rods in Flexicore are *pre-stressed*. This means that, instead of being under constant stress and strain due to the weight of the concrete, the weight takes the strain off. Flexicore slabs, which are 12” or 16” wide and 6” or 8” deep, also have holes running through them longways. This doesn’t hurt the strength, but it makes them lighter and these “cores” can be used for other pur-

poses, like radiant heating, wiring, etc.

Flexicore slabs, then, are something “new” . . . and it’s hard to introduce something “new” in a field as conservative as building.

Flexicore’s problem, according to Gayle Price, President, was even worse than that. Because hauling costs on slabs are great, the Flexicore patent owners licensed manufacturers in various sections of the country. All of these manufacturers (and the home plant itself) were in the concrete or similar building materials business. They sold to builders and owners of buildings . . . people who looked like the natural customers for Flexicore.

But sales came hard. Very hard.

Then, about four years ago, Flexicore, with the help of Yeck and Yeck, analyzed their problem . . . discovered the real stickler.

While Flexicore was *sold* to builders and owners of buildings, its use was *controlled* by architects.

The salesmen were calling on people regularly, but meeting two objections, “It’s too late to change specs now” and “Well, I like the idea, but I checked with my architect and he says it isn’t proven.” (What the architect often meant was, “I didn’t learn about this in college. I have no “stress” tables on Flexicore in my books.”

Cement plant salesmen couldn’t call on architects properly. They didn’t have time, they didn’t talk the same language . . . and they were “talkers,” while architects are paper people.

But direct mail could call. And did. And has been, monthly, for over four years, telling the story of Flexicore the way the architect wants to hear it. Proof of performance (through job description); testimonials (by showing jobs designed by respected architects); helpful assistance (by sending detail drawings for architects to trace and typical specifications to copy) . . . all material indexed carefully according to the AIA file numbers that all architects use to file their material.

The architects are chosen by the licensed manufacturers in the areas where they can make economical delivery . . . so architects (the men who count most) in *selected* areas are being given *personal* service. Direct mail is doing the kind of job it should do. Not a single sale is made by this advertising. It simply makes sales possible where they were impossible before.

This has been Flexicore’s major advertising effort. The sale of slabs in the four year period has gone from

Elit Bogos

**INDUSTRIAL LIST BUREAU • 45 Astor Place • New York 3, N. Y.**



two and one-half million square feet, annually, to close to seven million square feet . . . .

For future information on this important division of direct mail problem solving . . . see all subsequent issues of *The Reporter*. To tell the truth, in our search of material for this study, we found too much. Couldn't all be included in one issue. So you'll be getting more cases of problems and their solution for many more months. Perhaps forever.

Let's consider the job done for the present. Hope we haven't been confusing. The purpose was simple. To emphasize:

**Direct mail isn't worth considering unless it actually solves for you a specific management, promotion, publicity or sales problem. It is the nutcracker of business. The hard nuts, that is.**

## Buy Fox River

*Fine Papers*

FROM THESE DISTRIBUTORS

### ALABAMA

Montgomery — S. P. Richards Paper Co.

### ARIZONA

Phoenix — Butler Paper Co.

Tucson — Butler Paper Co.

### CALIFORNIA

El Centro — W. A. Scheniman Paper Co.

Emeryville — Pacific Coast Paper Co.

Fresno — Sierra Paper Co.

Long Beach — Sierra Paper Co.

Los Angeles — American Paper Co., Columbia

Paper Co., La Salle Paper Co., Sierra Paper Co.

Sacramento — Pacific Coast Paper Co.

San Francisco — Davis-Colton Paper Co., Pacific

Coast Paper Co., Seaboard Paper Co.

### COLORADO

Colorado Springs — Butler Paper Co.

Denver — Butler Paper Co.

Pueblo — Butler Paper Co.

### CONNECTICUT

Bridgeport — Equity Paper Co.

Hartford — Geo. W. Millar & Co., Inc.

Madison — Geo. W. Millar & Co., Inc.

New Haven — The Arnold-Roberts Co.

### DISTRICT OF COLUMBIA

Washington — John Floyd Paper Co.

### GEORGIA

Atlanta — S. P. Richards Paper Co.

### IDAH0

Idaho Falls — American Paper & Supply Co.

Pocatello — Consumers Paper Corp.

### ILLINOIS

Champaign — Crescent Paper Co.

Chicago — Birmingham & Prosser Co., J. W. Butler

Paper Co., Fick Paper Co., La Salle Paper Co.,

Murnane Paper Co.

Peoria — Butler Paper Co.

Rock Island — C. J. Duffey Paper Co.

### INDIANA

Evansville — Butler Paper Co.

Fort Wayne — Butler Paper Co.

Indianapolis — Crescent Paper Co.

Terre Haute — Mid-States Paper Co.

### IOWA

Cedar Rapids — Butler Paper Co.

Des Moines — Birmingham & Prosser Co.

### KANSAS

Wichita — Butler Paper Co., Southwest Paper Co.

### KENTUCKY

Louisville — Superior Paper Inc.

### LOUISIANA

New Orleans — Butler Paper Co.

### MAINE

Augusta — The Arnold-Roberts Co.

### MARYLAND

Baltimore — The Mudge Paper Co.

### MASSACHUSETTS

Boston — The Arnold-Roberts Co.

Holyoke — Judd Paper Co.

Worcester — Geo. W. Millar & Co., Inc.

### MICHIGAN

Detroit — Butler Paper Co., The Whitaker Paper Co.

Flint — Beecher Pack & Lewis

Grand Rapids — Central Michigan Paper Co.

### MINNESOTA

Minneapolis — Butler Paper Co., C. J. Duffey

Paper Co., The Paper Supply Co.

St. Paul — C. J. Duffey Paper Co.

### MISSISSIPPI

Jackson — Central Paper Co.

### MISSOURI

Kansas City — Birmingham & Prosser Co., Butler

Paper Co., Weber Paper Co.

St. Louis — Birmingham & Prosser Co., Butler

Paper Co.

Springfield — Butler Paper Co., Springfield Paper

Co.

### MONTANA

Billings — Yellowstone Paper Co.

### NEBRASKA

Lincoln — Schwarz Paper Co.

### NEW JERSEY

Jersey City — Gotham Card & Paper Co., Inc.

Newark — Newark Envelope Co.

### NEW MEXICO

Albuquerque — Butler Paper Co.

### NEW YORK

Albany — W. H. Smith Paper Corp.

New York City — Geo. W. Millar & Co., Inc., The

Paper Center Inc., Saxon Paper Corp.

Rochester — Hubbs Paper Co.

### NORTH CAROLINA

Charlotte — Charlotte Paper Co.

### NORTH DAKOTA

Fargo — Fargo Paper Co.

Minot — Fargo Paper Co.

### OHIO

Cincinnati — General Paper Corp.

Cleveland — Chas. A. Koons & Co.

Columbus — Cincinnati Cordage & Paper Co.

Dayton — Hull Paper Co.

Toledo — The Cannon Paper Co.

### OKLAHOMA

Oklahoma City — Oklahoma Paper Co.

Tulsa — Beene Paper Co.

### OREGON

Portland — Fraser Paper Co., West Coast Paper Co.

### PENNSYLVANIA

Philadelphia — A. Hartung & Co., The J. L. N.

Smythe Co.

Pittsburgh — Brubaker Paper Co.

York — The Mudge Paper Co.

### RHODE ISLAND

Providence — The Arnold-Roberts Co.

### TENNESSEE

Chattanooga — Bond-Sanders Paper Co.

Knoxville — Southern Paper Co.

Memphis — Western Newspaper Union

Nashville — Bond-Sanders Paper Co.

### TEXAS

Abilene — Southwestern Paper Co.

Dallas — E. C. Palmer & Co., Ltd., Southwestern

Paper Co.

Fort Worth — Southwestern Paper Co.

Houston — Southwestern Paper Co.

### UTAH

Salt Lake City — American Paper & Supply Co.

### WASHINGTON

Bellingham — Narco Paper Co.

Seattle — West Coast Paper Co.

Spokane — Independent Paper Co.

Tacoma — Allied Paper Co.

Walla Walla — Snyder-Cracellus Paper Co.

Yakima — General Paper Co.

### WISCONSIN

Appleton — Waatz Bros.

Milwaukee — Mackie Paper Co., Standard Paper Co.

### EXPORT AGENTS • NEW YORK

New York Agents — Butler-American Paper Co.,

Elof Hansson, Inc.

We've tried to convince the serious students of direct mail that it is simply an easily workable tool for solving most management problems of communication which can't be solved by face-to-face contacts.

Some of our friends may criticize us for not including *mechanics* in solving problems . . . like the folder submitted by Ivan Mahan, sales manager of The Western Lithograph Co., Wichita, Kansas, prepared for Acme Brick Co., Fort Worth 2, Texas. There a problem of nearly impossible sampling was solved by expert, four-color lithography showing *texture* and *color* of the bricks.

There have been plenty of other case histories showing how a management problem was solved by a revamping of list maintenance system . . . or by a new type of records which control and simplify the answering and follow-up of inquiries.

But those are the *details* of direct mail. The handling of *details* . . . which we tried to outline in *How to Think About Production and Mailing* . . . and in "Showmanship." Of course . . . the details are important. Just as important as every switch, wire, pipe, lever, battery or what-have-you on the submarine. That's exactly the point we've been trying to put across. You must *know* the details by which the problem can be solved. But first, and even more important, you must know what the problem really is. *This study has been intended to help you analyze the problem.*

You are in command of the dive. Go ahead and give the order to submerge. You'll get washed out of the service if you can't detect what's wrong before your ship has floundered.

## CHECK CONVENTION TIMETABLES

See pages 12 and 13 for Program Timetables of both MASA and DMAA Conventions. If you are planning to attend either or both and have not made your hotel reservation . . . better act quickly as Statler reports record advance call for rooms.

During your stay in Detroit be sure to visit REPORTER Headquarters. Get location from room clerk.

This new FREE BOOKLET helps every buyer of printing, including the

# MAN WHO RUNS THE BUSINESS

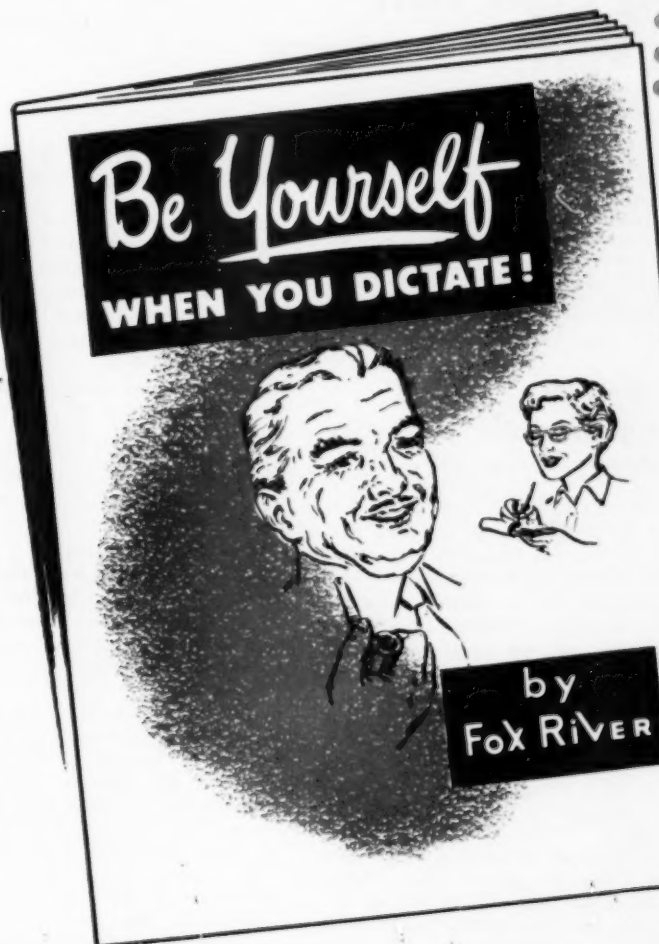


Do you get all wound up in big words? When you are about to dictate, do you freeze up? Just about the time you think you're doing fine, do you start rambling?

Fox River's newest free booklet will help thaw you out, get you to the point, free you of boring phrases. The same business-winning power it adds to your letters will be reflected in all printed literature you write.

Please note, below, that letterheads are only one of several ways in which Fox River paper will present your well-worded story most effectively. Whenever you ask your printer for new work or re-runs, remember it's part of his service to give you a comparative quotation on the finest paper . . . COTTON-FIBER! See how little it adds to the total cost of the job, how much it adds to reader-appeal!

Write for "Be Yourself" booklet today  
... on your business letterhead please.



**Fox River Paper Corporation, Appleton, Wis.**

1 REGULAR, OPAQUE and TRANSLUCENT BOND				2 UNION SKIN LIGHTWEIGHT BOND			
Insurance Policies, Legal Documents				Order Books			
<p><b>FOUR CLASSES OF FINE PAPERS THAT SERVE IN MANY WAYS</b></p>							
3 ANNOUNCEMENT PAPER				4 LEDGER			
Business Cards				Fine Cotton Fiber Paper by Fox River			

# How To Get The Right Start In Direct Advertising

By Harrie A. Bell

**Reporter's Note:** We have room for another installment of Harrie Bell's revised course for beginners. This new series was started in the January, 1953 issue and it's hoped we can complete it by the end of the year. Those who missed earlier sections can still get tear sheets by asking for them. This installment covers the second section of suggestions on layout. Next month . . . analysis of mailing lists.

## Section IX:

### Suggestions On Making the Layout (Part II)

It must be frankly admitted that you can scarcely expect the full 100% of recipients to read your piece.\* That perfect record is too much to hope for. Your endeavor, however, is to "get over" the message to as many readers as possible.

Regardless of your skill, *some* recipients will pay no heed whatever to your booklet, folder, card—or whatever you have sent out.

Another group will no doubt read your message carefully from beginning to end.

In between these two are certain recipients who are by nature "scanners." They will neither entirely disregard, nor fully read, every piece of advertising which comes their way. It is the habit of such people to give the "once over," perhaps hurriedly, to whatever advertising comes to them. To catch the interest of this type of reader you should make certain, in planning your layout, that even a quick glance at the catch-lines and the illustrations will carry a perfect picture of what you are selling and what you want the reader to do, as a result of reading your message. If you check your layout for this point you will not only increase the number of people on your list who will get a clear message, but in some cases

you will induce the "scanners" to read your complete message; for the "scanner" is merely saving his time, and he will read fully any message which seems of true interest to him.

In checking over your layout for this purpose you will also observe whether your key display lines fall into a logical and convincing order. And you will also check, at this point, to see that you have made definitely clear to the reader what his next step is—"see it in our store"—"send for further information"—"ask the man who owns one"—"buy it today"—"reach for your telephone"—or whatever you intend.

(Parenthetically, though it has nothing whatever to do with making layouts, my feeling is that anyone who professes to assist clients get results from direct advertising must go the whole long way toward completing the sale. It is not presumptuous of you, if the copy says "see it in our store," to inquire of your customer how easily a caller at the store can be shown the goods. Is there a window display to tieup, and to urge the prospect in? Do the salespeople know all about this advertising, and how to give more information to the prospect when he calls? Are all the models, colors, sizes, weights and other variations of the product—as mentioned in the direct advertising piece—in stock and readily available to show when the prospect calls? Are there proper counter displays or demonstration displays? Don't think these are unimportant. Many a successful direct advertising piece has brought the buyers in town—only to fail in completing sales because of inadequate preparation at the point of sale.)

Furthermore you will determine—if your copy suggests a written reply by mail—that means are provided to make it easy for the reader to reply. Have you included a coupon, or a reply card, or a return envelope?

Remember that your layout is not a "work of art." Like the advertising message it carries, its only excuse for existing is that it will help to further that one step in the sale which has been determined as the purpose for

issuing this piece of direct advertising.

Your layout, therefore, is functional; it has a purpose; and that purpose is to help sell goods. Since it is a vehicle to carry some carefully prepared copy aimed at a specific objective, your layout must not obtrude nor "steal the show" from that copy. It may, however, sometimes be permitted to steal the show, if in doing so it aids and abets the purposes of the copy.

This point may be made clear if we consider some of the so-called "stunt" mailings which are used in direct advertising. A stunt piece is usually some trick fold, cut-out, pop-up, or other unusual form, which aims to compel your attention by its unique appearance or behavior.

Beginners in creating layouts are usually entranced by the novelty of some stunt idea to attract attention. Old practitioners also fall for stunts—sometimes unwisely. The simple test of their value in any piece of direct advertising you may be preparing is to ask yourself, "Does this stunt deflect attention from my Basic Idea for this piece, or does it concentrate attention toward my Basic Idea?" (If you are hazy about that Basic Idea, reread that chapter now.) If it deflects attention, don't use it. If it concentrates attention on what you have in hand, it is safe to proceed. If it is merely neutral, you must let your conscience be your guide.

A stunt idea which makes the layout a "honey," but doesn't help to force the reader's interest where your copy intends it shall go, is a dangerous plaything. And many times stunts are too costly to warrant their use. You will soon learn the danger signals.

There are many factors, in the making of good layouts, that you can learn to watch for and to take advantage of, if you study some good books on layouts.

Layouts sometimes get too involved in appearance through *too much copy in display type*. They sometimes fail to seem pleasing because of *too little white space*—that is, because they use every available area for type or illustration, instead of leaving breathing spaces of unprinted paper.

Layouts are ineffective, many times, because of *too many units, fighting for attention*.

Layouts are often too drab in appearance, *lacking sufficient contrast between different units*.

The *balance* of a layout is sometimes a curse and at other times a blessing. A perfectly symmetrical layout is static—less likely to catch interested attention. Yet one that is

\* For a complete study of readership potentials, consult "How to Think About Readership of Direct Mail," available from The Reporter of Direct Mail Advertising, 224 Seventh St., Garden City, N. Y.



not symmetrical is not necessarily effective, unless it is well counter-balanced, or a *symmetrical*.

Nothing has been said about selection of type faces for use in the finished job. This subject has been purposely slighted because it is my opinion that until the designer has learned to make layouts effective in general form, balance, approach to the subject matter, and of simplicity of structure, it is futile to waste hours of worry about actual selection of type faces. Leave this study until later on.

At the beginning I would suggest that designation of type faces be left to the printer. You should learn first to "sketch in" the approximate weight of display lines needed, without specific naming of a type face. Then, as you begin to learn the characteristics of the different faces, you might venture to make suggestions on type faces. But remember, also, that printers cannot afford to have in their shops the myriad type faces available. Many faces are almost exact duplicates of letters already called by another name. In consequence, it is more reasonable to suggest the general effect you are seeking, and to cooperate with your printer in his selection of a type in harmony with the effect you want. Good printers will be able to provide a suitable selection of faces to meet any reasonable need.

As your skill in creating effective layouts develops you will find your knowledge of type faces is also broadening. In due season you will be able to make layouts so close to what it is possible to achieve in type, that you will naturally begin to designate type faces with full assurance that "it will work out."

The discussion of decoration and ornament has also been omitted until now, because in general there should be no such thing in sales printing. What appears to the reader to be decoration and ornament is often seen in direct advertising pieces. But it is my contention that, unless this matter serves to "set the stage" for the message, it has no place in the job. It should not be used as pure decoration.

For example, in a folder offering jewelry to buyers there is often need for accompanying decoration to create the mood of elegance and fine craftsmanship appropriate to consideration of jewelry. The same is true for many products. But in such cases this decoration is not used for purely decorative effect; it has a function to perform in helping to impress the reader, directing his thoughts into the proper channels for favorable reaction to your copy suggestions.

These, and many other matters that a layout designer must understand, will be absorbed gradually as your study of the subject continues. Attendance at a study course on advertising layout is recommended. Also, good books on layout are available, covering the subject principally in regard to the rectangular areas of space advertising for newspapers and periodicals. One who masters the feel for layout in single rectangles, and uses some native talent, will soon learn to apply his knowledge on the more complex layouts of direct advertising pieces. But the beginner who heeds the suggestions offered here will acquire a sound working knowledge of the purposes of a layout, and will be aware of the more common errors which he must avoid. He should be able to start out on the right road, and in the proper direction.

## "WHEN I PASS ON"

**Reporter's Note:** Jerry Fleishman, of Baltimore, who passed away on August 5, wrote the poem reprinted below and it appeared in some of his house magazines not so very long ago. We thought it beautiful and saved it for an appropriate occasion. Sorry the appropriate occasion had to be the announcement of Jerry's passing.

When I pass on, I hope to leave behind  
Not wordly things for some unworthy hands,  
But gratefull mem'ries in the heart  
and mind  
Of fellowmen to whom I have been  
kind.

For life is given us to mold a way  
Of happiness for others we have  
known —  
Unselfishly and true, from day to day,  
To help them bear their burdens as  
we may.

There is no death for those of us who  
know  
That what we do in life lives on  
and on;  
We reap, the Good Book says, just  
as we sow;  
Let's plant our seeds of love before  
we go.

When I pass on, I want no grief, my  
dears,  
No sadness in the hearts of those  
I've loved;  
I would but feel that in this world of  
tears  
I've helped to dry a few throughout  
the years!

## Make the Most of Your Direct Mail Opportunities!

**1** MADDERN recommended prospect lists of DIRECT MAIL and MAIL ORDER buyers cost no more than ordinary lists, yet they are producing record-breaking results for others, and they can do the same for YOU. Here are only a few examples...

44,000 industrial firms who bought maintenance equipment by mail.  
186,000 buyers of better class gifts, housewares, toys, etc.  
170,000 buyers of a book on retirement.  
100,000 buyers of travel books.  
180,000 buyers of a high cost dictionary.  
900,000 women interested in sewing tricks.  
470,000 active contributors to a wildlife conservation fund.

### WILLA MADDERN, INC.

215 Fourth Ave., New York 3, N. Y.

Without obligation, send us complete details about more responsive mailing lists.

Name \_\_\_\_\_  
Product or Service \_\_\_\_\_ Offer \$ \_\_\_\_\_  
Company \_\_\_\_\_  
Address \_\_\_\_\_  
City \_\_\_\_\_ Zn \_\_\_\_\_ State \_\_\_\_\_ RS

Return this coupon for complete FREE details about more responsive prospect lists.

Return this coupon for complete FREE details about the profits you can make by renting your lists to non-competitive users.

**2** IF you have a list of 5000 or more names, and you want it to collect gold-dust instead of dust, let us rent it for you. You don't sell your list, in fact it never leaves your premises. You simply collect a substantial royalty for each use.

### WILLA MADDERN, INC.

215 Fourth Ave., New York 3, N. Y.

Without obligation, send us complete details about the profits we can make from the rental of our mailing list to non-competitive users.

Name \_\_\_\_\_  
Company \_\_\_\_\_  
Address \_\_\_\_\_  
City \_\_\_\_\_ Zn \_\_\_\_\_ State \_\_\_\_\_ RS

WE ARE CHARTER MEMBERS OF THE NATIONAL COUNCIL OF MAILING LIST BROKERS

**HOW TO WIN NEW MAIL  
ORDER CUSTOMERS IN  
VOLUME FROM**

**522 M MAIL  
CONTRIBUTORS AND  
MEMBERS**

National organization which sends  
out wild life poster stamps in  
color. Splendid size and quality.  
Built largely by mail. Subject to  
okay list owner. Geographical  
stencils. M-5664 \$16 per M.  
Write Dept. R-9 for descriptive  
card.

*Mosely*

MAIL ORDER LIST SERVICE, Inc.  
38 Newbury St., Boston 16, Mass.  
NEW MAIL ORDER CUSTOMERS IN VOLUME

**FOREIGN  
STAMPS?**

We can supply them... from any  
stamp-issuing country... for for-  
eign mailings. Been serving busi-  
ness for five years... supplying  
them with postage for survey,  
proxy, fund raising, subscription,  
return envelopes... for mailings  
prepared (and stamped) in this  
country and mailed overseas.

No one else in the country pro-  
vides this complete service. Send  
for bulletin explaining services.

*Foreign Postage Service*  
6 Lahey Street  
New Hyde Park, New York

**SALES MANAGER  
WITHOUT SALESMEN**

By PAUL BRINCE

*Milwaukee Dustless Brush Company*  
Six pages of inspiration. A reprint  
from June Issue. Tells amazing story  
of how direct mail and magazine ad-  
vertising has replaced 125 sales-  
men... how a mailing a month to  
50,000 prospects is selling its head  
off... 25¢.

**HOW TO THINK ABOUT  
READERSHIP IN  
DIRECT MAIL**

Unusual 60 page booklet contains over  
125 case histories. Valuable addition  
to any direct mail user's library. Send  
\$1 to The Reporter, Garden City, N.Y.

**The Reporter of Direct Mail**  
Garden City, New York

**CARTOONS.**  
THAT SPARK YOUR COPY-PUNCH  
HOME YOUR SALES STORY!  
FAST MAIL SERVICE...  
**RAY THOMPSON.**  
116 GREENWOOD AV. WYNCOTE, PA.

# Ground Rules For New, Simplified Addressing

**SIMPLIFIED ADDRESSING** in Post Office terms means allowable elimina-  
tion of name and address in the dis-  
tribution of certain advertising matter  
by mail.

On August 25, 1953, the Postal Bul-  
letin announced the extension of this  
privilege to city and town carrier  
routes and to post office boxes. Form-  
erly, you could mail without name or  
address only to patrons of rural de-  
livery routes.

Here is a brief digest of the instruc-  
tions to postal employees carried in  
the August 25 Bulletin:

Postmasters are now permitted (and re-  
quired) to furnish mailers, on request,  
a list and area description of all car-  
rier routes within their jurisdiction  
plus the *number of patrons served on  
each route*... or the *number of post  
office boxes* rented by patrons.

Mailers may then elect to send ad-  
vertising material to any routes or  
post office boxes selected without  
names or addresses on envelopes but  
with a specified instruction imprint.  
Each envelope or circular must be im-  
printed (in usual address position) in  
any of the following three ways:

- (1) Rural or star-route box holder,  
(Post office and State)
- (2) Post office box holder,  
(Post office and State)
- (3) Patron (or householder), letter  
carrier route No.—  
(Post office and State)

The envelopes must be bundled to-  
gether in packs of approximately 50  
and each package must carry a label  
(or facing slip) giving any of the fol-  
lowing three instructions:

- (1) For distribution to rural or star-  
route box holders,  
(Post office and State)
- (2) For distribution to post office box  
holders,  
(Post office and State)
- (3) For distribution to patrons serv-  
ed by city or village letter car-  
riers,  
(Post office and State)

Each piece will carry the prepaid  
amount of postage for the classifica-  
tion used; first class, post card, third  
class regular, or third class bulk.

When these packages are received at  
the designated post office they do not  
go through the usual case separation.  
Go direct to carrier involved on in-  
struction label. That carrier will then  
deliver *one piece* from the packets at  
each stop on his route. Or, if you  
have selected box holder distribu-  
tion... one piece will be put in  
each box.

Part of the ground rules *require* each  
mailer to furnish *enough pieces to  
cover an entire route*. You can't fur-  
nish enough for part of a route.  
Only time will tell how this system  
will work out. It has been a blessing  
to merchants in Canada. The Cana-  
dian Post Office (operating without a  
deficit for many years) has been  
geared to help patrons select carrier  
routes suitable for each individual  
promotion.

It will take time to get the United  
States postal system geared to such a  
setup. A hasty checkup by *this re-  
porter* showed that many post offices  
will have to do a thorough research  
job before they are in position to  
furnish each mailer with required  
area descriptions of each route and  
number of patrons.

This new system will not hurt or af-  
fect the list business or the many  
users of the mail who must have se-  
lected lists. But it may prove a bonanza  
to local merchants and service insti-  
tutions who have been deprived of  
mail contacting because of the cost,  
worry, etc., of maintaining adequate  
local mailing lists. The new system  
may also prove a bonanza to local  
lettershops and printers... who have  
enough brains to adapt the idea for  
prospective customers.

Just for the fun of it, *this reporter*  
explained the new system to a couple  
of neighboring retailers. They fell for  
it like a ton of bricks; admitted their  
advertising had slipped because they  
couldn't keep up their mailing list...  
and newspapers were not giving them  
the concentrated coverage they want-  
ed. I had nothing to sell them... but  
some printer or lettershop could sell  
them.

# Allison Mailing Lists

99  $\frac{6875}{10,000}$  %  
**ACCURACY**

**FIND  
THE  
MARK**

A recent mailing to 80,000 Allison names by Tuxedo Blouse Co., New York City, produced only 250 undeliverables. That's 99-6875/10,000% accuracy. Allison-prepared lists often hit 98% and better on deliveries, against a guarantee of 95%. Try us on some of these...

## ALLISON EXCLUSIVE LISTS

available only through us  
**HICKORY ENTERPRISES** List... 150,000 buyers of gifts and household items.  
**CONCORD RADIO CORP.** List... 400,000 names comprising 250,000 buyers of and 150,000 inquirers about Radio-TV and electronics.  
**BARRETT SALES CO.** List... 400,000 buyers of The Good Shepherd Bible sold at \$19.75.  
**UNITED WORLD FILMS** List... 40,000 buyers and renters of home movies.

**NEWLYWEDS**—This up-to-the-minute list averages 50,000 names a month.

Engagees	Homeowners
Expectant Mothers	General Stores
New Births	New Firms
Residents	Executives
Automobile Owners	Foreign Compilations

More than 12,000 other lists available.

## ALLISON MAILING LISTS, INC.

222 Fulton Street, New York 7, N. Y.

HA 2-7758



My advice to friends in the lettershop and printing business (especially in smaller towns)... get to be an expert on this new system. Prepare route lists of your area. Show local merchants, banks, real estate agents, how they can blanket a selected area with messages. And don't worry too much about lack of names on pieces. If pieces are good, if appeals are right... they will get attention.

In big cities, certain mailers will be able to blanket a selected office building. There are many possibilities. And within a few days of the August 25 announcement, we received news that a couple of national advertisers will test new addressing system in areas where they want to hit every house in known high-class residential areas.

We'll be interested in hearing the results of these and all other tests. Will report further when we can get the facts. We hope nothing happens to the new system before it can be given a good workout. It was tried experimentally back around 1932, but abandoned because of "certain pressures." This time the Post Office might lick the deficit by building up increased local receipts on an extremely low-cost distribution system. No separation or extra labor costs; no nixies... just transportation. It's well worth watching. And even though Postmaster General Summerfield got himself in the dog house for trying to steamroller his rate increases, some of you should now write and congratulate him for making a sincere effort to improve postal service and decrease costs. *Your reporter* is doing just that right now.

## A DECISION WORTH NOTING

**Reporter's Note:** We think this information is worth reprinting from Felix R. Tyroler's bulletin to Mail Advertising Service Association members. Many readers of *The Reporter* have perhaps run into problems concerning the use of the union label. We are glad to see the subject settled by a court decision because this reporter took the same position some years ago when we were being high-pressured by the Office Workers Union to advocate the use of the union label on processed letters. We didn't like the idea... so resisted it.

An interesting and clear-cut decision has recently been handed down by the Common Pleas Court of Columbiana County, Ohio. The case developed from an Election Board's specification at last Fall's election providing that the Allied printing trades union label must appear on all ballots.

This of course limited the bidders to Union plants with Allied label contracts. The low bidder and plaintiff could not qualify under the specifications, but offered to produce the job over the Amalgamated Lithographers label. Election Board refused to let the contract.

The Court says in a decision, which the Election Board failed to appeal:

1. Defendants (Board of Election) have no authority at law or in equity to require or prohibit the printer to use or print a union label on said ballots.
2. Can't require or prohibit the printer to employ or use members of labor unions in printing said ballots.

3. Defendants and their successors may not so exercise their discretion so as to refuse to accept or award a bid for the printing of election ballots, solely upon the grounds that non-union labor might or is employed upon the project, or that a particular union label or any union label, might not or does not appear on said ballots; neither may Defendants so exercise their discretion so as to prohibit the use of the union label, or the employment of union labor, in the printing of such ballots.

## GOOD WILL BUILDER

The Acacia Mutual Life Insurance Company of Washington, D. C., recently mailed an 8½ x 5½ inch card which attracted favorable attention. On address side... cartoon of a pick and shovel handler with card reading, "Men at Work." The message side carried more working cartoons around border. The message:

*Sorry Neighbors...*

Starting next week things are going to be pretty noisy around here... and we'll be the cause of it all. That is when we plan to start constructing a seven story addition to our present Home Office Building.

We wish there was a quiet way to build, but there just isn't. For the next several months you are going to be bothered by steam shovels, trucks, and, of course, hammers and rivets. We'd like to apologize in advance for these inconveniences.

When construction is completed, we know you will be as proud of this addition to our neighborhood as we. Meanwhile, we ask your patience and cheerfully welcome any sidewalk superintending you feel like doing.

Thank you.

ACACIA MUTUAL LIFE  
INSURANCE COMPANY

Subscription Fulfillment

List Maintenance

Saturation Lists

Letter Shop Service

Tabulation Service Bureau

SPEEDMAT • POLLARD ALLING  
SCRIPTOMATIC • ADDRESSOGRAPH • PUNCHED CARDS



Telephone Marion 2-1187

or write for complete information

**Fulfillment Corporation of America**  
381 WEST CENTER STREET • MARION 9, OHIO

*Every time a salesman drops his hat  
in a prospect's office it costs the boss*



\$ **17<sup>24</sup>**

Since this story was reported by the New York Herald-Tribune, we guess it must be factual. They go on to say the cost can be as low as \$1 and as high as \$130 a call. But \$17.24 is high enough!

**Here are some more figures:**

1. If your catalog (supposing yours is a business that uses catalogs) is in the hands of the buyer, your salesman will sell 38.4 out of each 100 calls he makes.
2. If your salesman calls on prospects developed through advertising, he will sell one out of six.
3. But, if he goes out "cold," he'll sell only 9.2 out of every hundred calls made.
4. And each call costs *you* \$17.24—that's what the article says!

Now, again supposing yours is a business that uses catalogs, it will pay you to do what many of our customers do—make a mailing on Reply-O-Letters offering a catalog to prospective customers. That's the best way to get your catalog into the hands of *interested* people. It's the most economical way. Not only does it cost money to send out catalogs promiscuously, but your salesmen are unable to follow-up intelligently. When people *ask* for your catalog, they're usually good prospects. According to the survey 38.4% will buy!

If you haven't a catalog, that "one-out-of-six" figure in number 2 looks mighty attractive. You can get inquiries from space advertising and from direct mail. Try both. You'll find direct mail, via Reply-O-Letters, is less expensive and perhaps more effective as well, for with mail you can select your prospects financially and *geographically*.

We have a little booklet, showing how people, like Remington Rand, Thomas A. Edison, and others, large and small, use Reply-O-Letters to support their salesmen. We'll be happy to forward you a copy, and a few sample Reply-O-Letters.



**See us at the DMAA Convention — Booth 49**

## **The Reply-O-Letter**

**THE REPLY-O-PRODUCTS COMPANY**

**7 CENTRAL PARK WEST, NEW YORK 23, NEW YORK**

**SALES OFFICES: BOSTON • CHICAGO • CLEVELAND • DETROIT**

**"AD" VERBS \***

conception creator production results con

the verb: **TO GET**

the object: **RESULTS**

the adverbs: **QUICKLY\*, ACCURATELY\*, POSITIVELY\*.**

the sentence: **TO HELP YOU GET RESULTS FROM COORDINATED ADVERTISING.**

We can help you in any phase of advertising. We'd like to help you in them all... from conception of plans through results.

Call on us for advertising that gets results—not just "blue skies."

conception creator production results con

**ROWLAND BRANDWEIN**

143 E. 35th St.  
New York 16, N. Y.  
MUrray Hill 9-4456

*Advertising*


DESIGN  
LETTERHEADS  
BOOKLETS, FOLDERS &  
SIMILAR DIRECT MAIL PIECES

**Raymond Lufkin**

**ART WORK  
BY MAIL**

**Tenafly N.J.**

WRITE  
FOR  
BOOKLET



**He Read A Sales Letter written by Shurtleff**

Write for information about a "most unusual letter writing service." Shurtleff letters are 100% guaranteed to do the job.

**FLAVEL H. SHURTLEFF**  
1129 Wilson Avenue, Peoria 4, Illinois

**1001**

**MAILING LISTS**

Individuals & Firms From A (Accountants, Abrasives) to Z (Zoologists, Zinc). Many lists seldom available. Please specify needs.

**WALTER DREY, Inc.**  
257 Fourth Ave., Desk 303, N. Y. 10, N. Y.

## Short Notes

CONTINUED

(from page 10)

the work of The Advertising Council is subversive. We urge all subscribers, who have not already read it, to write to Theodore S. Repplier, president, The Advertising Council, Inc., 1200 18th St., Washington 6, D. C., and ask for a copy of *The Miracle of America*. If any of you can find anything subversive in it, send the pages along to us and we will eat them publicly at the DMAA convention. 100% of the men connected with The Advertising Council are businessmen, who have donated their talents in helping to promote projects for the national welfare. How can these fellows be suspected of selling America down the river? When will the members of Congress have the courage to establish ethical ground rules for "investigations"; eliminating the headline-seeking stunts of the demagogues; prohibiting the smearing of individuals and organizations without due process of law? McCarthy recently grabbed headlines again by demanding that the Post Office Department supply him with information on how much it costs to "subsidize" the *Washington Post*, *Wall Street Journal* and the *Communist Daily Worker*. The old trick of guilt by association of names. When will someone in authority expose the inside story of Joe and his ghost, the prejudiced, narrow-minded mud-slinging J. B. Matthews? It's about time.

□ **MAIL ORDER MEN** directing offers to the Catholic market will be interested in the 1953 *Catholic Press Directory*, published by the Catholic Press Association of the U. S., 150 E. 39th St., New York 16, N. Y. Directory lists all important data of Catholic publications throughout the U. S. and Canada. Association Executive Secretary (and Ad Manager of the directory) G. Roger Cahane reported that the Catholic press now totals 19½ million subscribers... 2½ million more than last year.

□ **DEATH STRUCK** several old-timers in the direct mail field during past months. Jerry P. Fleishman, long known as one of the best of professional house magazine editors, passed away during early August in Baltimore, Md. Thomas Fairbanks, long a widely-known figure in the graphic arts field, died on August 8, in New York, at the age of 74. He was an expert in fine papers. Robert Ruxton, one of the earliest writers on written and printed salesmanship and former editor of *Printing Art* magazine, passed away in Pomona, Calif., at the age of 83. Also departing from the list

of old-timers was H. L. Shallcross, president of the Shallcross Co., Philadelphia & Los Angeles. Most shocking was the untimely passing of young Dave Thall (38) partner in the Cleveland Letter Service, Cleveland, Ohio. We had a story about his work in the December 1952 *Reporter*. Another casualty: Elwood C. Howell, adv. & sales prom. mgr., Carboly Department of General Electric, died in Detroit. He was scheduled to be a speaker at the DMAA convention.

□ **RECIPROCAL TRADE AGREEMENT** advertising is another headache now being suffered by magazine publishers. We didn't know exactly what the term meant until we received a letter from an advertising agency offering to let us have 100 automatic butter softeners at the regular price of \$14.95 each in exchange for \$1,485 worth of clients' advertising at our regular published rates. We don't know what we would do with 100 butter softeners... and we would much rather have the cash. Seems like a questionable way of merchandising.

□ **THE ADVERTISING FEDERATION OF AMERICA** has announced a new addition to the staff. And it is a fine selection. As of September 7, Walter Frank of Jacksonville, Florida, will be field secretary of the AFA... assisting Elon Borton and Jim Proud in working with the 107 local advertising clubs. Walter is a genial, easy-to-get-along-with individual and he knows the advertising business thoroughly... particularly direct mail. He was once-upon-a-time in the newspaper business but more recently in the creative printing field. He has been president of the Jacksonville (Florida) Advertising Club for the past year. Good luck to him and congratulations to the AFA for his selection!

□ **BAD MANNERS.** On Thursday, August 27, 1953, there appeared on the editorial page of the *New York Herald Tribune* (page 14) the damndest column by William Chapman White. It was a two-column tirade, stretching out to 15 inches, against direct mail advertising. The writer must have been suffering from the summer doldrums and had run out of interesting material. He complains about the trials and tribulations of the small-town people who go for their mail only to find it full of appeals for this and that. He is particularly bitter about the subscription appeals from magazines. Too bad that these newspaper attacks on direct mail have to be continued by irresponsible writers. William Chapman White fails to realize that the *New York Herald Tribune* is a large user of direct mail... primarily for selling advertising space. He fails to realize also that in criticizing direct mail,



## CLASSIFIED ADVERTISING

Rates: \$1.00 per line—minimum space 3 lines. Help and Situation Wanted Ads—50c per line—minimum space 4 lines. Write The Reporter, 224 Seventh St., Garden City, N. Y.

### ADDRESSING

OUR LISTS ARE FREE.  
Retailers - wholesalers - manufacturers  
Banks - churches - institutions  
We charge only for addressing  
SPEED - ADDRESS KRAUS CO.  
48-01 42nd Street  
Long Island City 4, N. Y.

### ADDRESSOGRAPH PLATES

Speedumat plates embossed, three-line, on genuine Addressograph Alloy. \$32.50 per thousand complete. Write for quantity discount.

Advertisers Addressing System  
703 North 16th St. St. Louis 3, Mo.

### ADVERTISING AGENCIES

For pulling direct selling mail order advertising campaigns in newspapers, magazines, trade papers, consult Martin Advertising Agency, 15 E. 40 St., Dept. 33A, N. Y. LE 2-4751. Est. 1923.

We offer FREE ad design. Lowest rates on finished work. Let us design and place your next ad campaign to insure MORE results. Stewart Associates, 20688 Beaufait, Detroit 36, Michigan.



he may also call attention to the weaknesses of the appeals in newspaper advertising. Are the people who become irritated with the material in their mail boxes also irritated by the advertisements in the *Herald Tribune*? The argument doesn't make good sense.

□ A SPECIAL DIRECT MAIL ISSUE OF CONVOYS, Cupples-Hesse Corp. quarterly publication, is devoted to the top-notch talk C-H Vice President H. Kurt Vahle gave before the Advertising Federation of America in June. Titled "Does The Outside Affect Inside Readership?" Kurt's report is a comprehensive study on proper use of envelopes. Proves that envelopes have a lot to do with readership of what they carry. Case histories of tests made by *Look*, *Life*, and *Esquire-Coronet* are illustrated, showing some amazing results. How to use color, indicia, art work and copy,

### FOR SALE

Multigraph Folder, in perfect condition with A.C. motor. Will fold five to six thousand hourly. Has been completely overhauled. Replaced by large Baum Folder, only reason for sale. Price \$135.00. Mascoutah Publishing Company, Mascoutah, Illinois.

### START YOUR MAIL ORDER BUSINESS!

FREE mail order adv. consultation! Send \$1 for rate list & brochure. G. FELDMAN, 1186 B'way, MU 3-4191.

### HELP WANTED

DIRECT MAIL PRODUCTION OPPORTUNITY for someone who knows how to take a job from the dummy stage to the post office. Must know letterpress and offset printing, keying systems, ordering lists, letter shop follow through. Interesting opportunity with growing agency handling mail order and direct mail accounts. Box 52, The Reporter, Garden City, New York.

### LISTS

10,000 AGRICULTURAL LEADERS  
Complete list of Agriculture Teachers in 48 states only \$5.00. NATIONAL PUBLISHING CO., Auburn, Alabama.

etc. are all discussed... making a wonderful prime for all envelope users. Write to Cupples-Hesse Corp., 4175 N. Kingshighway Blvd., St. Louis 13, Mo. and ask them for a copy of the special direct mail issue of Convoys. You'll find a wealth of useful tips in Kurt's article.

□ WE GOT A KICK out of the slogan on a mail order postcard from Tyco, Inc., steel utility table leg manufacturers in Dobbs Ferry, N. Y. Card says they can easily be attached to make utility tables, work benches, laundry tables, etc. and Tyco calls them: "The handiest pair of legs in the world." Darn good.

□ "WHY DON'T MORE MAIL ORDER COMPANIES use pictorial view cards for 'Thank You', 'Order Filled As Requested', etc.?" writes Charles Caswell of Caswell Associates Altoona, Pennsylvania. Charlie sent the message on a color view card of the famous Horseshoe Curve in Altoona. He says that he knows several clients who came to Altoona to see

"NEW, ACCURATE LIST of more than 7,000 top-rated GENERAL CONTRACTORS who annually perform approx. 90% of all contract construction work in America! Sold complete or in sections. Write THOMAS KING & ASSOCS., P.O. Box 440, Atlanta, Ga."

### CANADA'S BEST MAILING LIST

200,000 live names on Elliott stencils  
Call your list broker — TODAY  
or Tobe's, Niagara on the Lake, Canada

### OFFSET CUTOUTS

Promotional headings, illustrations, cartoons, symbols, borders, panels, holiday art, type fonts, decoration, for offset reproduction. Most complete service in U. S. Free descriptive booklet. A. A. ARCHBOLD, Publisher, 1209-K S. Lake St., Los Angeles 6, Calif.

### SITUATION WANTED

#### CIRCULATION "ENGINEER"

Young man, presently responsible for circulation promotion planning and expediting for successful business publication, seeks challenging opportunity. 5 years' circulation and research experience; thoroughly familiar with direct mail techniques, mailing lists, production methods and costs, and circulation fulfillment. Age 28. M.B.A. Box 53, The Reporter, Garden City, N. Y.

Mail Order Business, transferrable to any location. Experienced individual wants to purchase. Or would like to get products that can be marketed by mail. Box 51, The Reporter, Garden City, New York.

the Horseshoe Curve as a result of his using the cards. Local view cards from localities of mail order houses would surely build client interest. Maybe local Chambers of Commerce would furnish the cards free for imprint. A good idea! Most every locality in the country has a scenic point of national interest. Why not try view cards from your town?

□ HOTEL TAFT, New York, continues their d.m. campaign to travel agents after the stunt letter we reported in May Reporter (page 14). Latest mailing is a letter with foreign postage stamps tipped on the letterhead. The short copy (to dramatize the Taft is at the world's most famous location) reads: "No matter where in the world your passengers travel, they can't find a more famous location than the Taft — on Times Square at Radio City."

□ IF YOU'RE HAVING TROUBLE with hard-to-collect accounts... this idea may help. Arrow Service (creditor's service), 271 State Street, Schenectady 5,

# DIRECT MAIL DIRECTORY

LISTINGS ONE LINE PER ISSUE, \$10.00 PER YEAR

## ADDRESSING

Ace Typing Service.....467 Second Avenue, New York 16, N.Y.  
Creative Mailing Service.....460 No. Main St., Freeport, N.Y.  
De Groot & Associates, Inc.....17 East 48th St., New York 10, N.Y.  
Fair Mail Service.....417 Cleveland Ave., Plainfield, N.J.  
Fulfillment Corporation of America.....381 West Center St., Marion, Ohio  
Globe Organization, Inc.....480 Lexington Avenue, New York 17, N.Y.  
National Advertising Service, Inc.....2055 N. 17, Kansas City 4, Kansas

## ADDRESSING MACHINES

Scriptomatic, Inc.....310 No. 11th St., Philadelphia 7, Pa.  
Sever & Wallingford.....147 West Broadway, New York 13, N.Y.

## ADDRESSING - TRADE

Shapins Typing Service.....68-11 Roosevelt Ave., Woodside, N.Y.  
Star Typing Service.....45-21 162nd St., Flushing, New York  
M. Victor.....130 Flatbush Ave., Brooklyn 17, N.Y.

## ADVERTISING AGENCIES

Ad Scribe.....P. O. Box 254, North Canton, Ohio  
Institute of Sales Promotion.....131 Lafayette Street, New York 13, N.Y.  
The Jay M. Maish Company.....On Gospel Hill, Marion, Ohio  
Martin Ad Agency (Direct Mail Order).....15 PA. E. 40, New York 16, N.Y.  
Roskam Advertising (Mail Order).....1430 Grand, Kansas City 6, Mo.

## ADVERTISING ART

Ben Kerns.....P. O. Box 812, Greenville, S. C.  
Raymond Lufkin.....124 West Clinton Ave., Tenafly, N. J.  
Roskam Advertising (Mail Order).....1430 Grand, Kansas City 6, Mo.  
Trapkus Art Studio.....349 Tenth St., Moline, Illinois

## AUTOMATIC TYPEWRITING

Ambassador Letter Service Co.....11 Stone St., New York 4, N.Y.  
Arrow Letters Corp.....307 West 38th St., New York 18, N.Y.  
W. J. Reynolds & Company.....109 North Dearborn St., Chicago 2, Illinois

## BINDING

Publishers Book Bindery, Inc.....148 Lafayette Street, New York 13, N.Y.

## BOOKS

The Art & Technique of Photo Engraving, Horan Engraving Co., N.Y. 1, N.Y.  
Art for Reproduction.....Repro Art Press, 80 5th Ave., New York 11, N.Y.

## BUSINESS CARD SERVICE

R. O. H. Hill, Inc.....270 Lafayette St., New York 12, N.Y.

## CARTOON ADVERTISING

Ray Thompson Cartoon Studio.....Box 134, Wyncote, Pa.

## CATALOG PLANNING

Cullen Rapp Studios.....150 West 34th St., New York 1, N. Y.

## COPYWRITERS (Free Lance)

Leo P. Bott, Jr.....64 E. Jackson Blvd., Chicago 4, Ill.  
Edward W. Osann.....175-35 88th Ave., Jamaica 32, N. Y.  
Orville E. Reed.....First National Bank Bldg., Howell, Michigan  
Roskam Advertising (Mail Order).....1430 Grand, Kansas City 6, Missouri  
Fleivel H. Shurtleff.....1120 Wilson Ave., Peoria 4, Illinois  
Dick Sutherland-Business Ideas.....1609 NE 23rd St., Ft. Lauderdale, Fla.  
John Yeargain.....442 East 20th St., New York 9, N.Y.

## DIRECT MAIL AGENCIES

Rowland Brandwein Advertising.....143 East 35th St., New York 16, N. Y.  
Homer J. Buckley.....57 East Jackson Blvd., Chicago 4, Ill.  
Chase and Richardson, Inc.....9 East 45th St., New York 17, N.Y.  
Circulation Associates.....1745 Broadway, New York 19, N.Y.  
Dickie-Raymond, Inc.....80 Broad Street, Boston 10, Mass.  
Direct Mail Services.....175 Luckie Street, N. W., Atlanta 3, Georgia  
The Reuben H. Donnelley Corp.....350 East 22nd Street, Chicago 16 Illinois  
Frederick E. Gymer.....2123 East 9th St., Cleveland 15, Ohio  
Institute of Sales Promotion.....131 Lafayette Street, New York 13, N.Y.  
Mailograph Co., Inc.....39 Water Street, New York 4, N.Y.  
Proper Press, Inc.....129 Lafayette Street, New York 13, N.Y.  
Reply-O Products Co.....7 Central Park W., New York 23, N.Y.  
Roskam Advertising (Mail Order).....1430 Grand, Kansas City 6, Mo.  
Sales Letters, Inc.....250 West 49th St., New York 19, N. Y.  
John A. Smith & Staff.....11 Beacon St., Boston 8, Mass.  
Carl G. Vienot, Inc.....134 Summer St., Boston 10, Mass.  
Philip J. Wallach Company.....220 Fifth Ave., New York 1, N. Y.

## DIRECT MAIL - DEALER HELP

National Advertising Service, Inc.....2055 N. 17, Kansas City 4, Kansas

## DIRECT MAIL EQUIPMENT - DEALERS

The Adams Company.....250 Third Avenue, New York 10, N. Y.  
Mailers' Equipment Co.....40 West 15th St., New York 11, N. Y.

## DIRECT MAIL EQUIPMENT - MANUFACTURERS

All Purpose Metal Equipment Co.....255 Mill Street, Rochester 14, N.Y.  
Autopen Company.....1028-20th Street, N. W., Washington 6, D.C.  
B. H. Bunn Company.....7605 South Vincennes Avenue, Chicago 20, Ill.  
Davidson Corporation.....29 Ryerson St., Brooklyn 5, N. Y.  
Felins Typing Machine Co.....3351 North 35th St., Milwaukee 15, Wisconsin  
Inserting and Mailing Machines Co.....Phillipsburg, New Jersey  
International Business Machine Corp.....590 Madison Ave., New York 22, N.Y.  
National Bundle Tyer Company.....Blissfield, Michigan  
Seal-O-Matic Machine Mfg. Co.....401 Chestnut St., South Hackensack, N.J.

## DIRECT MAIL - GIFTS

George E. McWeeney Co.....120 Milton Avenue, West Haven 16, Conn.

## ELLIOTT STENCIL CUTTING

Clear Cut Duplicating Co.....149 Broadway, New York 6, N.Y.  
Creative Mailing Service.....460 North Main St., Freeport, N.Y.  
Sports Mailing Corp.....2388 University Avenue, St. Paul, Minnesota

## ENVELOPES

American Envelope Mfg. Corp.....26 Howard St., New York 13, N.Y.  
The American Paper Products Co.....East Liverpool, Ohio  
Atlanta Envelope Co., 1700 Northside Drive, P.O. Box 1267, Atlanta 1, Georgia  
Boston Envelope Co.....397 High St., Dedham, Mass.  
Columbia Envelope Co. 2015 N. Hawthorne Ave., Melrose Park, Ill., Chicago Sub.  
Samuel Cupples Envelope Co., Inc.....360 Furman St., Brooklyn 1, N.Y.

Cupples-Hesse Corp.....4175 N. Kingshighway Blvd. St. Louis 15, Mo.  
Curtis 1000 Incorporated.....Capitol Ave. & Flower St., Hartford 6, Conn.  
Delta Envelope Co., 1166 Terminal St., P. O. Box 2523, Memphis 2, Tenn.  
Double Envelope Corporation.....P. O. Box 658, Roanoke 4, Virginia  
Garden City Envelope Co.....3001 North Rockwell St., Chicago 18, Ill.  
General Envelope Company.....23 South St., Box 654, Boston 2, Mass.  
The Gray Envelope Mfg. Co., Inc.....55-33rd St., Brooklyn 32, N.Y.  
Herman Grover.....230-242 William Street, New York, N. Y.  
Heco Envelope Company.....4500 Cortland St., Chicago 39, Ill.  
McGill Paper Products, Inc.....501 Park Ave., Minneapolis 15, Minn.  
Rochester Envelope Co.....72 Clarissa Street, Rochester 14, N.Y.  
The Standard Envelope Mfg. Co.....1600 East 30th St., Cleveland 14, Ohio  
Tension Envelope Corporation.....522 Fifth Avenue, New York 36, N.Y.  
Tension Envelope Corporation.....19th & Campbell Sts., Kansas City 8, Mo.  
Tension Envelope Corporation.....5001 Southwest Ave., St. Louis 10, Mo.  
Tension Envelope Corporation.....123-129 N. Second, Minneapolis 1, Minn.  
Tension Envelope Corporation.....1912 Grand Ave., Des Moines 14, Iowa  
Tension Envelope Corporation.....5900 East Rosedale, Fort Worth 12, Texas  
Transo Envelope Co.....3542 N. Kimball Avenue, Chicago 18, Illinois  
Transo Envelope Co.....22 Monitor St., Jersey City, New Jersey  
United States Envelope Company.....Springfield 2, Mass.  
The Wolf Envelope Company.....1749-81 E. 22nd St., Cleveland 1, Ohio  
The Wolf Detroit Envelope Co.....530 Piquette Ave., Detroit 2, Michigan

## ENVELOPE SPECIALTIES

Columbia Envelope Co. 2015 N. Hawthorne Ave., Melrose Park, Ill., Chicago, Sub.  
The Connelly Organization, Inc. 1010 Arch Street, Philadelphia 7, Penna.  
Curtis 1000, Inc.....Capitol Avenue and Flower St., Hartford, Conn.  
Garden City Envelope Co.....3001 North Rockwell St., Chicago 18, Ill.  
The Sawdon Company.....480 Lexington Avenue, New York 17, N.Y.  
Tension Envelope Corporation.....19th & Campbell Sts., Kansas City 8, Mo.

## HOUSE ORGANS

Susser Letter Service.....10 Hanover Street, New York 5, New York

## IMPRINTERS - SALES LITERATURE

L. P. MacAdams Company.....301 John Street, Bridgeport 3, Connecticut  
Wolfe Imprinting Company.....52 Pearl St., Buffalo 2, N.Y.

## LABEL PASTERS

Potdevin Machine Company.....200 North St., Teterboro, N. J.

## LABELS

Penny Label Company.....9 Murray St., New York 7, N.Y.  
M. Victor.....130 Flatbush Avenue, Brooklyn 17, N.Y.

## LETTER GADGETS

Hewig Company.....45 West 45th St., New York 19, N.Y.  
A. Mitchell.....111 West Jackson Blvd., Chicago 4, Illinois  
A. August Tiger.....545 Fifth Avenue, New York 17, N. Y.

## LETTERHEADS

M. P. Brown, Inc.....158 W. Magnolia, Fort Worth, Texas  
Brunner Printing Company, Inc.....190 Jefferson Ave., Memphis, Tenn.  
R. O. H. Hill, Inc.....270 R. Lafayette Street, New York 12, New York  
Peerless Lithographing Company.....4305 Diversay Ave., Chicago 39, Ill.  
Arthur Thompson & Company.....109 Market Place, Baltimore 2, Maryland

## MAIL ADDRESSING STICKERS

Eureka Specialty Printing Company.....Scranton, Pennsylvania

## MAIL ADVERTISING SERVICES (Letterheads)

Acme Mail Advertising Co.....1301 Dodge St., Omaha 2, Nebraska  
Advertisers Associates, Inc.....1627 Penn Ave., Pittsburgh 22, Pa.  
Benart Mail Sales Service, Inc.....228 East 45th St., New York 17, N.Y.  
Century Letter Co., Inc.....48 East 21st St., New York 10, N.Y.  
A. W. Dicks & Co.....386 Victoria St., Toronto 2, Ont., Can.  
Fair Mail Service.....417 Cleveland Ave., Plainfield, N.J.  
Foreign Postage Service.....6 Lahey Street, New Hyde Park, New York  
The Lemarge Company.....417 S. Jefferson St., Chicago 7, Ill.  
The Letter Shop.....214 Mission St., San Francisco 5, Cal.  
Long Island Letter Service.....95 Mineola Blvd., Mineola, N.Y.  
Mailograph Co., Inc.....39 Water St., New York 4, N.Y.  
Mailways.....200 Adelaide St., West, Toronto 1, Ont., Canada  
National Advertising Service, Inc.....2055 N. 17, Kansas City 4, Kansas  
Premier Printing & Letter Service.....620 Texas Ave., Houston 2, Texas  
The Rylander Company.....216 West Jackson Blvd., Chicago 6, Ill.  
Sports Mailing Corp.....2388 University Avenue, St. Paul, Minnesota  
Union County Business Bureau.....7 Elm Street, Westfield, New Jersey  
Woodington Mail Adv. Service.....1304 Arch St., Philadelphia 7, Pa.

## MAILING LISTS-Brokers

\* Archer Mailing List Service.....140 West 53th St., New York 19, N.Y.  
\* George R. Bryant Co. of N. Y., Inc.....595 Madison Ave., New York 22, N.Y.  
\* George R. Bryant Co.....75 East Wacker Drive, Chicago 1, Ill.  
\* Walter Drey, Inc.....333 N. Michigan Avenue, Chicago 1, Illinois  
\* Walter Drey, Inc.....157 Federal Street, Boston, Massachusetts  
\* Walter Drey, Inc.....257 Fourth Ave., New York 10, N.Y.  
\* Guild Company.....160 Engle Street, Englewood, New Jersey  
\* Lewis Kleid Company.....25 West 45th St., New York 36, N.Y.  
\* Willis Madern, Inc.....215 Fourth Ave., New York 3, N.Y.  
Mapleton Service Company.....399 Kings Highway, Brooklyn 23, N.Y.  
\* Mosely Mail Order List Service.....38 Newbury St., Boston 16, Mass.  
\* Names Unlimited, Inc.....352 Fourth Ave., New York 10, N.Y.  
\* D. L. Natwick.....932 Broadway, New York 10, N.Y.  
Planned Circulation.....19 West 44th Street, New York 36, N.Y.  
Roskam Advertising (Mail Order).....1430 Grand, Kansas City 6, Mo.  
\* James E. True Associates.....419 4th Ave., New York 16, N.Y.  
\* Members-National Council of Mailing List Brokers

## MAILING LISTS-Compilers & Owners

Advertising Letter Service.....2930 Jefferson East, Detroit 7, Michigan  
Allison Mailing Lists.....222 Fulton Street, New York 7, N.Y.  
Associated Advertising Service.....613 Willow St., Port Huron, Mich.  
Bookbuyers Lists, Inc.....363 Broadway, New York 13, N.Y.  
Boyd's City Dispatch, Inc.....114-120 East 23rd St., New York 10, N.Y.  
Catholic Laity Bureau.....45 West 45th Street, New York 36, New York  
Creative Mailing Service.....460 No. Main St., Freeport, New York

Walter Drey, Inc. .... 333 N. Michigan Avenue, Chicago 1, Illinois  
 Walter Drey, Inc. .... 157 Federal Street, Boston, Massachusetts  
 Walter Drey, Inc. .... 257 Fourth Avenue, New York 10, New York  
 Drumcliff Advertising Service ..... Hillen Rd., Towson 4, Md.  
 Dunhill List Company, Inc. .... 565 Fifth Ave., New York 17, N.Y.  
 Greater New York Industrial Directory, Inc. .... 401 B'way, New York 13, N.Y.  
 Industrial List Bureau ..... 45 Astor Place, New York 3, N.Y.  
 Jewish Statistical Bureau ..... 320 Broadway, New York 7, N.Y.  
 The Walter S. Kraus Co. .... 48-01 42nd St., Long Island City 4, N.Y.  
 McGraw-Hill Book Company, Inc. .... 330 West 42nd St., New York 36, N.Y.  
 Mail-Ad Co. .... 469 So. Robertson Blvd., Beverly Hills, California  
 Market Compilation Bureau ..... 11814 Ventura Blvd., N. Hollywood, Calif.  
 Montgomery Engineering Company ..... 8500 - 12 St., Detroit 6, Michigan  
 J. R. Monty Turf Fan Lists ..... 201 East 46th St., New York 17, N.Y.  
 Official Catholic Directory Lists ..... 12 Barclay St., New York 8, N.Y.  
 R. L. Polk & Company ..... 431 Howard Street, Detroit 31, Michigan  
 W. S. Ponton, Inc. .... 50 East 42 Street, New York 17, N.Y.

#### MAIL ORDER CONSULTANT

Whitt Northmore Schultz ..... 1115 Old Elm Lane, Glencoe, Illinois

#### MATCHED STATIONERY

Tension Envelope Corporation ..... 19th & Campbell Sts., Kansas City 8, Mo.

#### MULTIGRAPH SUPPLIES

Chicago Ink Ribbon Company ..... 19 So. Wells St., Chicago 6, Ill.

#### PAPER MANUFACTURERS

The Beckett Paper Company ..... Hamilton, Ohio  
 Fox River Corp. .... Appleton, Wisconsin  
 W. C. Hamilton & Sons ..... Miquon, Pennsylvania  
 Hammermill Paper Company ..... Erie, Pennsylvania  
 International Paper Company ..... 220 East 42nd St., New York 17, N.Y.  
 McLaurin-Jones Company ..... Brookfield, Massachusetts  
 Mead Sales Co. .... 810 Public Ledger Bldg., Philadelphia 6, Pa.  
 Mohawk Paper Mills, Inc. .... 465 Saratoga Street, Cohoes, New York  
 Neenah Paper Co. .... Neenah, Wisconsin  
 Nekoosa-Edwards Paper Co. .... Port Edwards, Wisconsin  
 Peninsular Paper Company ..... Ypsilanti, Michigan  
 Rising Paper Company ..... Housatonic, Massachusetts

#### PAPER MERCHANTS

Herman Grover ..... 230-242 William St., New York, N. Y.

#### PARCEL POST MAILING BOXES

Corrugated Paper Products, Inc. .... 2235 Utica Ave., Brooklyn 34, N. Y.

#### PHOTO ENGRAVERS

Pioneer-Moss, Inc. .... 460 West 34th St., New York 1, N.Y.

#### PHOTOS IN QUANTITY

Moss Photo Service, Inc. .... 350 W. 50th St., New York 19, N.Y.

#### POSTAL INFORMATION

Postal Digest Company ..... 150 Nassau Street, New York 38, New York

#### COLOR POSTCARDS

Moss Photo Service, Inc. .... 350 West 50th St., New York 19, N.Y.

#### PRINTING EQUIPMENT

Harris-Seybold Co. .... 4510 East 71 St., Cleveland 5, Ohio

#### PRINTING—Letterpress

The Davenport Press, Inc. .... Main St., Mineola, N.Y.  
 McCormick-Armstrong Co. .... 1501 East Douglas Ave., Wichita 1, Kansas  
 Richmond Press ..... 23 South St. Box 654, Boston 2, Mass.

#### PRINTING—Offset Lithography

Bachman Reproduction Service ..... 259 East 43 Street, New York 17, N.Y.  
 H. S. Crocker Company, Inc. .... San Bruno, California  
 McCormick-Armstrong Co. .... 1501 East Douglas Ave., Wichita 1, Kansas

#### PRINTING—Letterpress and Offset Lithography

Paradise Printers and Publishers ..... Paradise, Pennsylvania  
 Printcraft Press, Inc. .... 229 West 28th St., New York 1, N.Y.  
 Proper Press, Inc. .... 129 Lafayette Street, New York 13, N.Y.  
 Shield Press, Inc. .... 2010 Montcalm St., Indianapolis, Indiana

#### SALES PROMOTIONAL COUNSEL

Martin Ad Agency (Direct Selling Mail Order) ..... 15 PB E. 40, N. Y. 16, N.Y.

#### SPEEDAUMAT EMBOSsing

Moss & Associates ..... 2 East 23rd Street, New York 10, N.Y.  
 M. Victor ..... 130 Flatbush Avenue, Brooklyn 17, N.Y.

#### SYNDICATED HOUSE MAGAZINES

The William Feather Co. .... 812 Huron Rd., Cleveland 15, Ohio  
 Wetmore & Company "Business Brief," 1015 So. Shepherd Dr., Houston, Tex.

#### TRADE ASSOCIATIONS

Advertising Trades Institute, Inc. .... 270 Park Avenue, New York 17, N.Y.  
 Direct Mail Advertising Assn. .... 17 East 42nd St., New York 17, N.Y.  
 Mail Advertising Service Assn. .... 18652 Fairfield Ave., Detroit 21, Mich.

#### TYPEWRITERS

Remington Rand, Inc. .... 315 Fourth Ave., New York 10, N.Y.

#### TYPOGRAPHY — VARITYPING — IBM — PSM

Clear Cut Duplicating Co. .... 149 Broadway, New York 6, N.Y.

#### VARITYPE EQUIPMENT

The Adamm Company ..... 250 Third Ave., New York 10, N.Y.  
 Walter "Doc" Hanson ..... 303 Buckeye Building, Cleveland 15, Ohio

## Short Notes CONTINUED

New York, sells an assortment of 10 collection stimulators you can enclose with your statements to over-due debtors. Each 4"x2 1/4" message is different . . . ranging from a gentle reminder to a forceful demand. Arrow sells them from \$8.95 a thousand with your choice of assortment. Write for samples.



□ JOHN STEELE, portrait photographer in Toronto, has been sending out some very fine calendar mailings. All of them are quality designed and printed. Typography and photography are wonderful . . . even though the format is small. Latest one (for May and June) is a portrait of Katherine Blake of the hit play "The Lady's Not For Burning." Write to John at 22 Grenville Street, Toronto 5 for samples of some of the best photography coming out of Canada.



□ INCIDENTAL, BUT INTERESTING information about the American scene is included in the two-page h.m. "IDEA" from Wilson, Haight and Welch, Inc., 10 Allen Street, Hartford 3, Conn. Short items, with a Cedric Adams flavor give such information as:

"People spend more money going to classical music concerts than they do going to baseball games." Another: "Evening store hours are revolutionizing retail sales. Over 20% of volume is done after 6 p. m. where stores stay open evenings." The agency even offers to supply further information, if they can, on any item appearing in "IDEA." Good idea!



□ GETTING A LETTER from Dave Goldwasser of Atlanta Envelope Company (P.O. Box 1267, Atlanta, Georgia) is always a pleasure, not only because of the contents but on account of the appearance. Dave's new modernistic plant is visualized on the appropriate green and yellow letterhead. The letter is typed with green ribbon by a girl who really knows how to make a picture of the typed matter within the frame of the letterhead. Dave signs his name with a pen filled with green ink. Just about perfect.



□ AS THE RESULT OF READING Gordon Morrison's article on reviving inactive customers (January, 1952 Reporter) . . . C. G. May of May Advertising Agency, 3308 Third Avenue North, Billings, Montana reports that he's getting excellent results for his clients. One 3-piece campaign (very good) netted an approximate 40% return on customers within 90 days. May says that

he's always on the lookout for salable ideas. Gordon's article was one that really paid off.



□ ALSO FOR THE "RESULTS" DEPT. . . the subscription letter recently mailed by Florence Ulrich, Circulation Manager of "Today's Secretary", 330 West 42nd Street, New York 36, New York. Was a limited-time offer of five issues of the new secretary's magazine for \$1.00. From a 25,000 mailing . . . 2,006 orders with remittances were returned. Florence tells us that "Today's Secretary" is not sold on the newsstand. The bulk of its 108,000 circulation was built through direct mail.



□ FREE OFFSET PHOTOGRAPHY CLASSES are being conducted for off-set users by Addressing Machine & Equipment Company, 326 Broadway, New York 7, N. Y. At no cost at all, New York offset people can learn how to make offset negatives by attending four 2-hour evening classes. The Addressing Machine & Equipment Co. courses are taught by experts. . . to introduce offset people to their Cyclone Offset cameras. Individual instruction includes focusing, positioning, film exposure, etc. of both line and half-tone negative making. Any New Yorker interested in these free classes should write to Tom Darling, Offset Division



## Short Notes CONTINUED

Manager of Addressing Machine & Equipment Company. He'll give you all the complete details.



□ **TOM FITZGERALD**, Wilmington, Delaware magician, sent us a copy of his clever "Magic Day Calendar" he's been using in his mailings. It's a complicated arrangement of numerals and months that will tell you what day any date falls on from the year 1750 to 2059. The chart cleverly works Tom's name into the key letter guide. Tom reports the calendar is very successful... many calls for extra copies, and it's producing show dates for him. Write to him at 2814 Washington St., Wilmington, Del. and ask him to send you a copy.



□ **MORE THAN 15,000** of the most important names in American agriculture are included in the new "County Agents Directory" . . . published by "Agricultural Leaders' Digest" 139 North Clark Street, Chicago 2, Illinois. \$5.00 per copy. Directory also includes recent changes in U. S. Department of Agriculture and other important reference information and data.



□ **SOME PRODUCTS ARE A NATURAL** for galget letters. Such is the case with the Alliance Rubber Company, Hot Springs, Arkansas makers of rubber bands. Letterhead on their sales letters shows a box of rubber bands pouring out. Attached to the pile are eight different sized rubber bands they manufacture. Excellent method of sampling. More manufacturers whose products fit this bill should do the same in their mailings.



□ **BILL HAMILTON**, well-known general manager of the Advertising & Sales Executives Club of Montreal, is now a Member of Parliament. He was chosen by his constituents in the recent Canadian elections after a whirlwind campaign, using all the devices of good showmanship and advertising. Good luck to the new M. P.!



□ **ANOTHER GRIPE!** A number of mail recipients are telling us about their irritation on receiving undated form letters sent by third class mail in which appears a fake deadline. Such as... "not good after 10 days" or "this offer will be withdrawn one week from today." No postmark on envelope. No

way of telling how long piece was in transit. Our correspondents think this type of insincere flim-flaming does not do direct mail as a medium much good. We agree.



□ **THE ART OF DIE-CUTTING** is explained in a simple manner by Charlie Morris in a recent booklet issued by Henry Lindenmeyr & Sons, 480 Canal Street, New York 13, N. Y. It is one of a series of "The Lindenmeyr Library of Print Shop Helps." If die-cutting (for better action pieces) seems to present unsurmountable obstacles... get this little booklet and learn the rules. Will help you in applying showmanship to your direct mail.



□ **AN OLD FRIEND** of this reporter is now Acting Postmaster of New York due to the early retirement of Harold Riegelman, who is running for Mayor on the Republican ticket. It couldn't



happen to a better fellow. John Sheehan is a career man in the post office. Forty eight years of faithful service so far. He came up through the ranks and for many years has been Superintendent of the Mails. He is a square shooter and has always been fair and above board in his dealings with the public. All his friends will be hoping that the "acting" is changed to "permanent."



□ **QUALITY ART PRINTS** are being sold by mail... and it is an interesting mail order development. Write to Gerard Curtis Delano, Delano Studios, 31 E. 18th Ave., Denver 2, Colorado, and ask for his interesting folder (and other material) explaining his beautiful color reproductions of his own paintings of the Navajos and the Southwest. The offers in space ads and by direct mail have been getting good results. And, of course, the paintings by this famous artist are well worth having.

□ **STANDARD REGISTER COMPANY**, Dayton 1, Ohio, has registered again with another impressive broadside. A 7½"x12" four-fold piece announces on outside: "There's a BIG difference." Opens to 22½"x35" and a big picture of girl with SR's dual feed automatic electric typewriter. The broadside stresses the big difference in paper-work costs when using SR machines. The almost life-size picture of the girl and machine create the bigness effect stressed in the copy. Good continuity all the way through.



□ **"FONETIPS"** . . . a new packaged training "course" to improve business telephone manners is being offered by Boyce Morgan & Associates (d.m. and telephone selling consultants), 1757 K. St. N. W., Washington 6, D. C. The program consists of a series of 24 tent cards... each with a short, illustrated message on proper phone manners and technique. Cards are distributed to participating companies twice monthly to be placed on employees' desks near their telephone. Company management kicks off the course by a memo to employees summarizing the main points to be covered by the Fonetips series. You can get a folder outlining the complete program and sample cards by writing to Boyce Morgan.



□ **GEORGE FRANKLIN**, who for many years has been sales promotion manager for Rapid Grip and Batten Ltd., Toronto, has just started his own sales promotion counseling business. We have mentioned his good direct mail many times in the past. George will be located at 223 Glengrove Ave., W., Toronto, Ontario, Canada. He has an interesting folder describing the new setup.



□ **ESTIMATED DOLLAR VOLUME** of direct mail advertising used by American business during the first seven months of 1953 was \$716,099,127, according to the Direct Mail Advertising Assn. A gain of more than 7½% over the figures for the first seven months of 1952. For July 1953, the estimated dollar volume was \$99,757,573, a gain of 12½% over the July 1952 figure of \$88,664,382. Going up.



□ **ANOTHER CONVENTION ISSUE** has gone to bed. This is the last note. The feature study, *How Direct Mail Solves Management Problems*, is not as glamorous or spectacular as the Showmanship feature... but it covers a very important phase of thinking about direct mail. After you have finished reading it... let us know how you liked it; whether you have any kicks on the handling; or suggestions for future studies. Give us the low-down either by letter or in some corner at Detroit.—H.H.



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